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CHICAGOLAND

CHICAGO

FEBRUARY 1960

CHICAGO TRAFFIC

CHAOS ORDER?

Page 15

Executive Hobbies from Archeology to Zoology

Page 18

SPECIAL SECTION

104 Pages

CHICAGO ASSOCIATION OF COMMERCE AND INDUSTRY

CHICAGOLAND

COMMIT

## What are you losing on stand-by funds?

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Pays better with Safety

SAVE
for
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# MEETING of MINDS!

Each of these men has an expert mind in his field—administrative, sales, finance, raw materials, production. Each contributes years of practical experience, rigorous theoretical knowledge and proven executive ability. Together they constitute Inland Steel Company's Products and Facilities Planning Committee—keeping a watchful eye on consumer and industrial trends and requirements, guiding the company's development and expansion.

To their attention are brought market studies, design forecasts, new product possibilities, material resource potentials, new production methods, future equipment needs. They are excellent listeners, they travel often to see for themselves, and they are doers—initiating programs which have upped Inland's steelmaking capacity 15% to 6,500,000 ingot tons in just three short years.

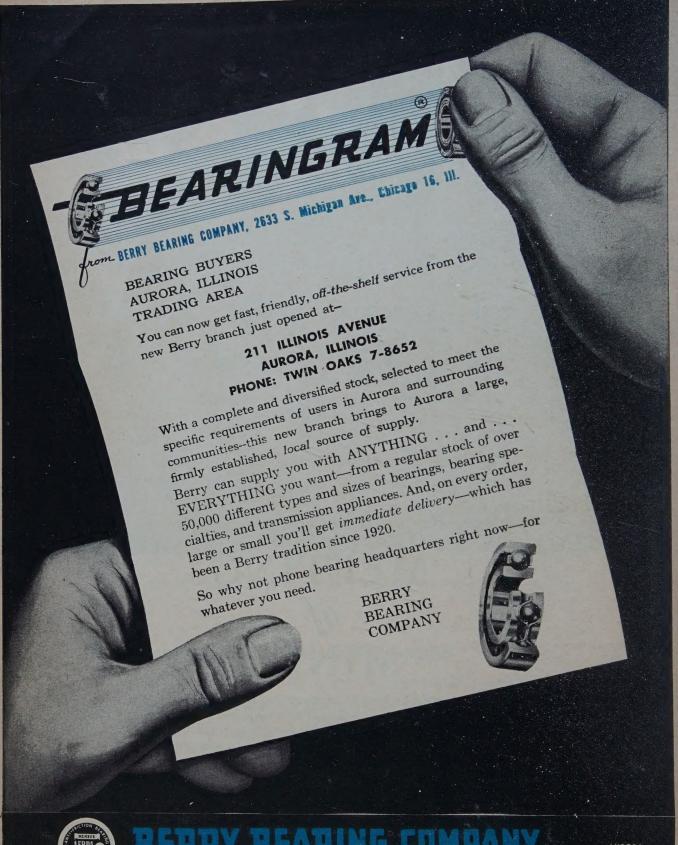
The work of this committee, like the future of America's expanding economy, is never ending. Keeping pace with midwest industrial growth, Inland completes each stage in its expansion plan and looks ahead . . . for the next job.



#### INLAND STEEL COMPANY

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# (Jommerce

CHICAGOLAND

OF BUSINESS

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Findings of a survey of the Metropolitan Chicago modes of travel hold great signifi-

cance for the future development of the area. This is brought out in James E. Rutherford's article about the Chicago Area Transportation Study (CATS) entitled "Chicago Traffic - Chaos or Order" - page 15.

Chicago's busiest executives are also Chicago's most interesting people. June Blythe, starting on page 18, tells how top businessmen in the area find relaxation and pleasure in hours away from the office in "Executive Hobbies - from Archeology to Zoology." Many business leaders have not just one, but many hobbies, she found - and often these hobbies are "off-beat."

Burleigh B. Gardner, Executive Director of Social Research, Inc., has been described by the press as a man of "unsurpassed eminence" in the field of motivation research. With Chicago burgeoning as a world trade center, his observations concerning foreign buying habits and motivations starting on page 21 are most timely and should prove helpful to all who are now in or are contemplating entering export trade.

"Census Statistics - a Business Bonanza" by Phil Hirsch on page 22 gives businessmen of Metropolitan Chicago some valuable information about ways to make use of the forthcoming censuses. Hirsch also describes the many new automated processes being used in the 1960 censuses to speed Uncle Sam's nosecounting and make statistics more quickly available to those who will find them most useful.

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Alan Sturdy, Editor

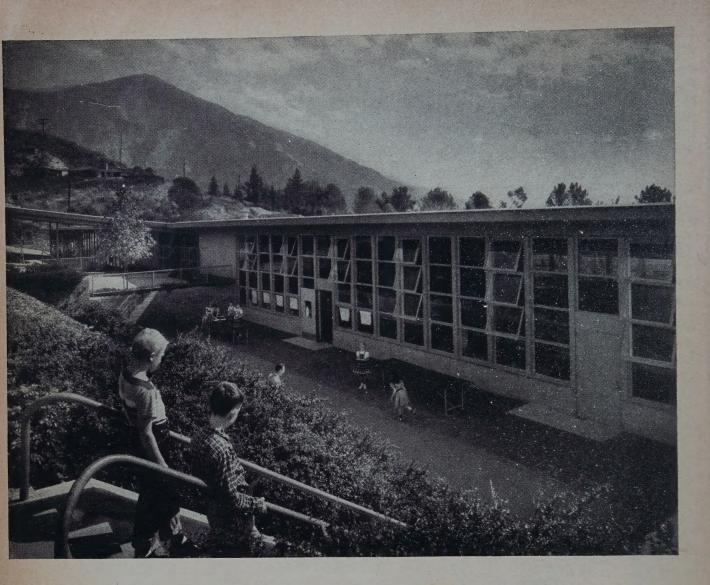
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# This Western School is making money for Chicagoans

The exciting news in many communities today is the new school. Probably you have recently seen one built in your neighborhood.

Building schools is big business and most of the financing is done by bond issues. Here at The First National Bank of Chicago, our business is underwriting these bond issues. On many we also serve as managers of the account.

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furnishes funds for the school, but it also is an excellent investment for many individuals and institutional investors.

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As a large underwriter of state and municipal bonds, The First National Bank of Chicago can offer you a wide choice of issues. The bonds vary in maturity from one to twenty-five years. There is a geographical choice from Connecticut to California and communities ranging from New York City to Tacoma, Washington.

Somewhere in the nation, a school—or other needed community improvement—is waiting to earn money for you. Now is the time to find out about the tax exempt municipal bonds that will finance it. Call, or come in to see us soon!

The Bond Department



### The First National Bank of Chicago

Dearborn, Monroe & Clark Streets . Building with Chicago since 1863

MEMBER F. D. I. C.



Thomas H. Coulter

## EYE ON CHICAGOLAND

Dear Member:

Under the leadership of the <u>Association's Aviation Committee</u> in cooperation with the <u>Northeastern Illinois Metropolitan Area Planning Commission</u> and the <u>Department of Aeronautics of the State of Illinois...a</u> meeting was held recently to focus attention on accelerating use of private aircraft for business purposes and the <u>critical need for airports and heliports. Since 1948 Metropolitan Chicago has lost 14 airports operated for private aircraft...several more are slated for liquidation this year.</u>

Airports once located on the fringe of the city have been engulfed in area growth, and owners unable to resist profits from <a href="sky-rocketing land values">sky-rocketing land values</a> have converted them into other uses, <a href="like housing projects">like housing projects</a> and shopping centers. Some have also been lost to <a href="new super-highways">new super-highways</a>. It is hoped that planning agencies and public officials will be inspired to take action in their local communities to <a href="retain existing airports">retain existing airports</a> and <a href="encourage new ones</a>...in keeping with an overall Metropolitan Chicago plan.

In recent years the <u>City of Chicago has incurred tens of millions of dollars of extra cost building bascule (movable) bridges over the Chicago River to enable ships to pass...the <u>city now plans to build a fixed bridge</u> over the river near Halsted Street to carry the new South Expressway traffic...thus blocking high-masted ships from the industrial area...turning basin...grain elevators...rail sidings...docks...and slips on the other side of Halsted Street.</u>

The city had approved a bascule bridge for Halsted Street before the Federal Interstate Highway program embraced our South Expressway and provided 90% of the funds. The Federal Bureau of Public Roads sets policy for the interstate system of highways which does not provide for bascule bridges...hence our city's switch from movable to fixed bridges. A fixed bridge at Halsted Street largely negates many millions we have spent to take advantage of our Chicago River and port facilities.

Objections to the fixed bridge have now delayed the South Expressway project. The principal point of controversy is the additional 8 million dollars of cost for the bascule-type bridge...who will pay for it...and whether its cost can be justified on the basis of future port traffic. This is one more example of divided responsibility and what happens when we delegate federal funds and authority for local responsibility...something to think about and act upon if you are interested.

Sincerely,

Yeur &. Coulter

Chief Executive Officer, The Chicago Association of Commerce and Industry



Rendering of new plant now under construction for Alberto-Culver Co.

## MODERN PLANTS IN MODERN DISTRICTS...

Clearing Industrial District, Inc. always owns neighborhoods rather than individual sites. It gives this industrial location firm the necessary control toward developing a modern industrial district that will stay modern and streamlined. There is never the penalty incurred in picking a site among mixed occupancies.

planned to contain factories which are clean, economical, flexible, with plenty of daylight and fresh air — and consequently attractive.

Each district is planned for growing industries to prosper.

If you are thinking about a modern site and plant for your company, the four Clearing-operated manufacturing districts in the Chicago area will interest you (two more, the Montrose District, and Addison-Kedzie District have been sold out).

All have "A Clearing Development" stamp on them; this means that they are

Clearing Industrial District, Inc., has four modern industrial districts in the Chicago area. The company offers the services of a complete engineering and construction department, architect and financing on either a long term lease or purchase contract; in short, every detail toward a completed project.

For further details address inquiries to "Clearing Industrial District, Inc., 38 South Dearborn Street, Chicago," or call RAndolph 6-0135.

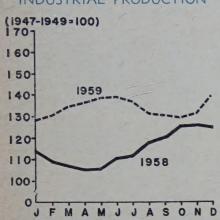
## CLEARING INDUSTRIAL DISTRICT, Inc.

FIRST NATIONAL BANK BUILDING

CHICAGO 3, ILLINOIS

STEEL production in Metropolitan Chicago rebounded during December to reach an all time high monthly figure of 2,163,700 short tons. By year end mills were operating close to 95 per cent of capacity. 16,809,400 short tons of steel were produced in 1959 despite the 116 day steel strike, which compares with 16,799,900 tons produced in 1958. The Index of Industrial Production jumped upward from 131.2 in November (1947-49=100) to 139.0 in December, and reflected an increase of 11 per cent over December 1958.

#### INDUSTRIAL PRODUCTION

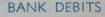


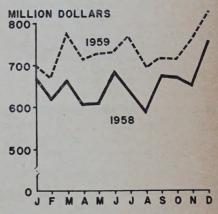
Electric power production in December reached 2,137,000,000 KWH, another all time monthly high record. Total production during 1959 was 22.9 billion KWH, an increase of 11 per cent over 1958. Industrial gas consumed increased to 16.8 million therms in December. The yearly total was 192.2 million therms, an increase of 12 per cent over 1958. The index for Dressed Meat Production stood at 61.5 in December (1953= 100). The average for 1959 was 70.7, which compares with an average index of 82.4 for 1958.

The index for Chicago Area department stores in December, on a seasonally adjusted basis, was 125 (1947-49=100), the same as a year ago. The average monthly index for 1959 was 123, which compares with the index of 119 for 1958, a 3.4 per cent increase.

The December Consumer Price Index for Chicago moved downward to 129.0 (1947-49=100) from November's figure of 129.1. At year's end the CPI was 1.6 per cent above December 1958. The number of







POPULATION AND GENERAL	Dec.	1959 Nov.	Oct.		59 vs 12/58 Change	1	959	% Change From 1958
GROWTH TRENDS:	2 22 4 2	0.000.0	9 000 9	3,780.7	+ 0.6	LM	3,804.3	+ 0.6
Population—Chicago (000) Estimated ————————————————————————————————————	3,804.3 6,698.2	3,802.3 6,686.3	3,800.3 6,674.8	6,558.6	+ 2.2	LM	6,698.2	+ 2.2
	0,000.2	0,000.0	0,0					
Recorded Births:  -Chicago	8.116	7.894	8,366	7,912	+ 2.6	T	97,173	+ 1.4
		12,375	13,257	12,300	+ 4.2	T	151,690	+ 2.4
-Metr. Area (5 Ill. Counties)		12,515	I O yaqo I	12,000	1, 1			
Recorded Deaths: -Chicago	9 474	3,404	3,155	3,638	- 4.5	- T	39,386	0.0
-Chicago	3,474	5,130	4,816	5,506	- 2.9	T	59,448	+ 0.3
-Metr. Area (5 Ill. Counties)	5,348		3,794	3,169	- 8.6	T	41,895	+ 1.1
Marriage Licenses (Cook County)	2,897	3,078	3,134	3,103	0.0	-		
Total Water Pumpage:		00 441	91 100	29,493	- 1.4	T	377,383	+ 2.7
-Chicago Water (000,000 Gal.)	29,087	28,441	31,108	49,499	- 1.1		011,000	
No. of Main Tel. in Service (Ill. Bell) (000	0)	222.0	- 000 =	311.0	+ 3.4	LM	321.6	+ 3.4
-Business Telephones	321.6	320.8	320.5		+ 3.1	LM	1,677.0	+ 3.4
-Residential Telephones	1,677.0	1,669.5	1,661.9	1,621.2	+ 3.4	Livi	1,077.0	01.
INDUSTRY:								
	139.0p	131.2	129.0	125.4	+10.8	A	133.8p	
Index of Ind. Prod. (1947-49=100)	2.163.7	1,162.1	95.2	1,793.2	+20.7	T	16,809	+ 0.1
Steel Production (000 Tons)	2,103.7	106.3	96.9	99.2		Ax	100.8	+ 8.0
Petroleum Refining (Jan. 1957=100)	10.000	15,021	14.342	17,256	- 2.4	T	192,166	+11.7
Ind. Gas Consumed-Chgo. (000 Therms)	16,839	1.931	1,831	1,982	+ 7.9	T	22,937	+10.5
Electric Power Prod. (000,000 K.W.H.)	2,137		64.9	74.4	-17.3	A	70.7	-14.2
Dressed Meat Und. Fed. Insp. (1953=100)	61.5	61.5	04.5	71.1	.,,,			
TRADE:								
Dept. Store Indexes (1917-49=100)					0.0	A	123	+ 3.4
-Sales, Unadjusted	212	150	130	212	0.0		123	+ 3.4
-Sales, Seas., Adjusted	125	123	126	125	0.0	A		+ 1.5
-Inventories, Unadjusted	141	159	153	129	+ 9.3	A	137	+ 1.5
-Inventories, Seas. Adjusted	148	140	141	136	+ 8.8	A.	137	+ 1.5
Retailer's Occupation Tax Collections								
(Municipal Tax Excluded) (000)							*100.001	10.4
-Chicago Metr. Area (5 Ill. Counties)		\$ 20.875	\$ 19,616	\$ 15,965			\$193,261	+12.4
		\$ 12,989	\$ 12,089	\$ 10,134		Tx	\$121,527	+10.3
-Chicago		4,						0.0
Consumer Price Index (1947-49=100)	129.0	129.1	129.3	127.0	+ 1.6	A	128.1	+ 0.9
All Items-Chicago	143.0							
New Passenger Cars—No. Cars		18,612	22,598	26,884		Tx	275,054	+43.1
(R. L. Polk)	0	37,777	28,290	0	0		N.A.	N.A.
Steel Imports-Waterborne (sh. tons)	0	68,999	47,129	0	0	T	377,720	+117.3
Total Waterborne Imports (sh. tons)	0	65,405	70,859	0	0	T	406,486	+169.6
Total Waterborne Exports (sh. tons)	0				was the said		and the	p. 11-
T=Total of 12 months. Tx=Total of 11 months. A=Average of 12 months. Ax=Average of 11 months. LM=Latest month. p=Preliminary. N.A.=Not Available. *Total gainfully employed—approx. 3,000,000. **Indicates residential vacancy rate. r=Revised.								

#### ELECTRIC POWER PRODUCTION

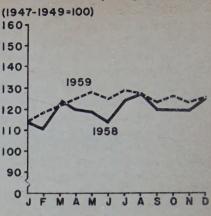


new passenger car sales on a year-todate basis was running about 43 per cent ahead of 1958.

Unemployment in December was estimated at 135,000 persons, which compares with 190,000 in December 1958.

Combined home and apartment construction in Metropolitan Chicago in 1959 added up to 47,609, an increase of 17 per cent over 1958; home building permits showed an increase of 14 per cent and apartment building permits, 29 per cent.

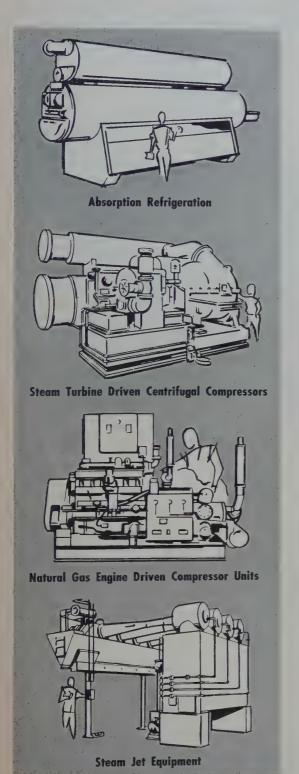
## DEPARTMENT STORE SALES (Seasonally Adjusted)



EMPLOYMENT AND PAYROLLS:*		1959	0-1	,	59 vs 12/58		% Change
Non-Agric. Wage and Salary Workers-	Dec.	Nov.	Oct. 2,514.7	Dec. % 2,535.0	Change	1959 Ax 2,538.6	From 1958 + 1.4
Number (000) —————————————————————————————————		2,589.1 978.4	917.5	914.5		Ax 953.8	+ 4.5
-Manufacturing (000)		1,610.7	1,597.2	1,620.5		Ax 1,584.8	- 0.4
-Non-Manufacturing (000) Total Unemp. (Est. Mid Month) (000)	135p	130	125	190	-28.9	A 159	-24.4
(Cook, DuPage Cos., Ill. and Lake Co., Ir							
Insured Unemployment Cook and	,			12.00		40 10	10.0
DuPage Counties (000)	39.8	38.4	32.9	62.2	-36.0	A 48.7	-40.3
Families on Relief (Cook Co.)	35,965	36,823	38,775	30,804	+16.8	A 37,984	+37.5
CONSTRUCTION AND REAL ESTATE:							
All Building Permits-Chicago	1,475	1,597	2,419	1,421	+ 3.8	T 27,812	- 0.7
All Building Permits-Chicago\$ 1	16,357	\$ 14,936	\$ 27,206	\$ 15,791	+ 3.6	T \$287,413	-23.1
Dwelling Units Auth. by Bldg. Permits	2,143	2,168 1,495	3,313 2,480	2,805 2,036	-23.6 $-13.4$	T 47,609 T 35,432	$+17.3 \\ +13.8$
-Single Family Units (Number)		673	833	769	-50.7	T 12,177	+28.8
Construction Contracts Awarded, Value	370	- 0.0		, 00	0011		1 =0.0
-All Contracts (000)	81,226	\$120,104	\$163,665	\$ 83,791	- 3.1	T \$1,557,145	+17.4
-Non-Residential Contracts (000)\$ 3	37,330		\$ 53,432	\$ 20,799	+79.5	T \$514,075	+15.8
-Commercial Contracts \$ 1	11,514	\$ 9,623	\$ 19,225	\$ 5,053	+127.9	T \$160,587	+23.1
Vacant Industrial Bldgs. (1954-55=100) Idle Electric Meters (% of all Meters)** Industrial Plant Investment (000)\$1	90.7	86.4 2.15	85.4 2.12	82.6	+ 9.8	A 90.9 A 1.93	+ 9.0
Industrial Plant Investment (000) \$ 1	10 416	\$ 73,045	\$ 16,812	N.A. \$ 24,760	N.A. -57.9	T \$332,064	N.A. +66.9
Construction Cost Index (1913=100)	654	654	654	631	+ 3.6	A 644	+ 2.8
Structures Demolished-City of Chgo	299	192	213	175	+70.9	T 3,314	+86.0
Real Estate Transfers—Cook County	4,751		6,219	5,937	-20.0	T 74,415	+14.9
-Stated Consideration (000)\$	3,424	\$ 3,223	\$ 2,857	\$ 3,498	<b>-</b> 2.1	T \$ 41,440	-12.4
FINANCE:							
Fed. Res. Member Banks in Chicago							
-Demand Deposits (000,000) \$	4,442	\$ 4,281	\$ 4,274	N.A.	N.A.	N.A.	N.A.
-Time Deposits (000,000) \$	1,867	\$ 1,853	\$ 1,848	N.A.	N.A.	N.A.	N.A.
-Loans Outstanding (000,000)\$ -Comm. and Ind. Loans (000,000)\$	9,699	\$ 4,249 \$ 2,536	\$ 4,321	N.A.	N.A.	N.A.	N.A.
Bank Debits—Daily Average (000)\$82	27.899	\$761,967	\$ 2,594 \$707,142	N.A. \$760,666	N.A. + 8.8	N.A.	N.A.
Chicago Bank Clearings (000,000) \$		\$ 5,380	\$ 5,407	\$ 5,597	+ 0.0 + 1.7	A \$732,263 T \$ 65,324	+12.0 +10.3
Insured Sav. & Loan Assoc.—Cook Co.			, -,	7 0,00,			+10.5
		\$ 100.4	\$ 114.2	\$ 133.3	+ 6.4	T \$ 1,559.7 T \$ 1,137.0	+11.6
-Withdrawals (000,000) \$	F 4- 0		\$ 87.0	\$ 63.3	+14.2	T \$ 1,137.0	+21.6
-Mortgage Loans Orig. (000,000)\$ Business Failures-Chicago -No. of Failures	54.8	\$ 61.5	\$ 75.2	\$ 81.0	+32.3	T \$ 1,071.6	+16.3
-No. of Failures		19	22	24		Tv. 907	
-Total Liabilities (000)		\$ 1,052	\$ 872	\$ 848		Tx 287 Tx \$ 18,033	-6.8 +20.5
Midwest Stock Exchange Transactions:				5		1 x \( \psi \) 10,000	+40.5
-No. of Shares Traded (000)		2,351	3,536	2,872	+ 2.8	T 34,828	+22.3
-Market Value (000) \$19	99,469	\$ 99,362	\$ 97,085	\$116,050	+71.9	T \$1,461,842	+40.8
TRANSPORTATION:							
Carloads of Rev. Frt. Originated11	17,716	93,054	90,661	102,421	+14.9	T 1,296,625	N.A.
Express Shipments: Rail No. of1,01		768,024	773,292	1,109,098	- 8.1	T 8,968,274	- 4.5
Natural Gas Dlvd. by Pipe Line	96,329	80,145	94,420	83,361	+15.2	T 1,011,401	+17.5
(000,000 Cu. Ft.)	38 053	29,437	90 149	90.090	1.00.4		- 1.
Freight Originated by Common Carrier	,000	40,107	29,142	29,639	+28.4	T 359,504	+16.2
Intercity Trucks—(Jan. 1958—100)	122.4	110.8	125.6	100.1	+22.3	A 120.6p	1170
Air Passengers: Arrivals 45	55,473	459,776	525,379	383,260	+18.8	T 5,835,516	+17.2 +11.6
Chicago Transit Authority Possess 47	76,137	440,761	539,209	401,919	+18.5	T 5,947,369	+10.8
Chicago Transit Authority Passengers:  —Surface Division (000)	97 909	95.010	0.00				10.0
	37,393 10,211	35,013	37,604	36,338	+ 2.9	T 432,684	+ 1.5
Air Mail Originated (000 Pounds)	4,463	9,381 2,962	9,800 3,368	10,112 2,076	+ 1.0	T 113,331	+ 5.9
	86,825	204,890	266,250	193,210	$+115.0 \\ -3.3$	T 36,339	+85.2
			.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	100,410	0.0	T 2,892,062	-18.3

T=Total of 12 months. Tx=Total of 11 months. A=Average of 12 months. Ax=Average of 11 months. LM=Latest month. p=Preliminary. N.A.=Not Available, \*Total gainfully employed-approx. 3,000,000. \*\*Indicates residential vacancy rate. r=Revised.

# There's more than one way to Air Condition with Gas



■ If you've been considering air conditioning for your place of business, it will pay you to look into the advantages of these systems which use Gas as their energy source:

Absorption Refrigeration air conditioning units are operated by low pressure steam or hot water from a Gas-fired boiler. They are completely automatic, stop and start with just a push of a button. There are no major moving parts to cause objectionable noise or vibration . . . making them ideal for roof top as well as basement installation. With Gas as the boiler fuel—on summertime rates—operating costs are cut to a minimum. Seasonally idle or excess boiler capacity is put on a year 'round paying basis.

Steam Turbine Driven Centrifugal Compressors use high pressure steam to operate the turbine which moves the compressor. Flexibility and ease of turbine control, plus compactness make direct drive practical in many cases. Economy of operation results from the direct use of high pressure steam power generated by low-cost natural Gas.

Natural Gas Engine Driven Compressor Units have achieved an outstanding reputation for dependability and long service. Performance is load matched with varying speed engine and automatically unloading compressor. You get the ultimate in economical refrigeration with low-cost natural Gas since these units use as little as 12 cubic feet per ton per hour.

Steam Jet Equipment provides refrigeration through the use of direct high pressure steam power. Water is cooled by direct evaporation in a high vacuum created by steam jet boosters. Steam jet coolers have no objectionable noise or vibration and are noted for their reliability and ease of operation.

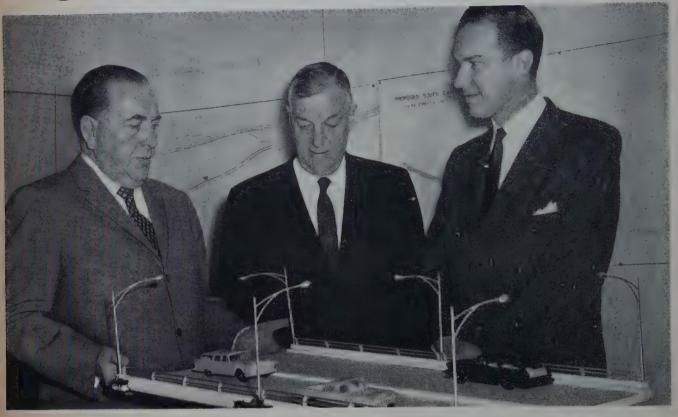
This modern air conditioning equipment is available in capacities ranging from single units of 3 to 1000 tons and over. They can be installed in multiples or in combinations to provide any amount of air conditioning required. In addition,  $3\frac{1}{2}$ - and 5-ton direct fired central Gas units (not shown) that both heat and cool are becoming more and more popular for use in small size plant offices, branch offices and small factories.

These various types of air conditioning equipment operate on different principles, but have one thing in common... they all depend on Gas for economical operation. For more information on Gas air conditioning, call WAbash 2-6000. One of our engineers will be glad to discuss the application of Gas to your particular needs.

INDUSTRIAL DEPARTMENT



# Who reads CHICAGO'S AMERICAN?



## "I do," says Mayor Richard J. Daley



Richard J. Daley, Mayor of Chicago, is shown above (left) in discussion with Dr. Rettaliata, President of the Illinois Institute of Technology (right), also a leader in civic improvement, and Mr. Roddewig, Chairman of the Chicago Plan Commission and President of the Association of Western Railways.

"So do we," say Clair M. Roddewig and Dr. J. T. Rettaliata. Mayor Daley adds, "When men like Mr. Roddewig and Dr. Rettaliata work with me for civic improvements, such as this proposed Western Avenue Through-Lane Overpass and for slum clearance and the redevelopment of blighted areas, CHICAGO'S AMERICAN is back of us 100%. The paper that works with us for civic progress is the paper for us. That's why these gentlemen and I read CHICAGO'S AMERICAN."

Traking Rolling

CHICAGO'S AMERICAN



# editor's page

#### Ingredients of Growth

The question of how fast the economy of the United States can or should grow seems well on its way to becoming a political football. Government, of course, has a vital influence in advancing or retarding growth. But the issue is not, as it seems more and more to be presented, simply a matter of how much the government spends. If it were that simple, the most backward nation could quickly spend its way to a high standard of living.

At the very root of economic progress is the knowledge, initiative inventiveness and industry of a nation's people. Involved here is not only education in its formal sense, but in the generally accepted attitudes of society. Is work, for example, good or bad? Is superior talent admired, rewarded? Is ambition respected or considered old fashioned?

An adequate supply of new capital ranks among the most important ingredients for growth. What are the incentives for saving, what is the attitude toward thrift? In a voluntary system such as ours these questions are basic.

Research, from which flows new products and new technology, ranks high in the factors promoting growth. What is the environment for it?

This is only an abbreviated roll call of the factors involved in economic growth. It is sufficient to suggest, however, that under a voluntary economic system federal government spending alone is a minor influence. In the field of education, for example, the quality of education is controlled locally and the total costs run into many billions. A billion more or less from the federal government, especially if it is used to reduce local support for education, isn't going to cut much ice. Nor will spending as such have any influence whatever on incentives. Well conceived tax laws are much more important as a stimulant to work and thrift.

In a sentence, the hand of government, federal, state or local, today affects almost every aspect of economic growth.

#### Overdue Tax Removal

Elimination of the federal excise tax on passenger fares will be urged on Congress during the current session, the National Conference for Repeal of Transportation Taxes has announced. This is certainly one campaign that deserves full support in and out of Congress.

Last year Congress took a step in the right direction

when it reduced the travel tax from 10 to five per cent. Now it should go the rest of the way. This excise was a World War II emergency, designed as much to discourage travel as to raise revenue. Supposedly, it was to be removed when the guns stopped firing but some 14 years later it is still on the books.

The Conference describes the tax as "discriminatory, inflationary, economically unsound and not in the public interest." That is a severe indictment but one which is thoroughly deserved.

#### Another Commerce Service

This issue of COMMERCE inaugurates a new annual service to readers. In addition to an expanded regular edition of 64 pages, this issue offers as a special section the colorful and informative 1959 Chicagoland Progress Report and 1960 Committee Directory of the Chicago Association of Commerce and Industry.

Every page of this annual report is packed with information of value to the business community. It highlights interviews with the men who guide the destinies of the various divisions of the Association as Division Vice Presidents. Activities of each division are reviewed and future plans for each are outlined. Invaluable, too, is the Committee Directory with more than 3,000 names, addresses and telephone numbers of committee chairmen and members who will work throughout the year on the basic problems of the community and implement the programs of the Association.

Inclusion of the Report and Directory in each February issue of Commerce is another of the increased services this magazine constantly endeavors to offer readers and advertisers. We believe the February issue is one many business firms will especially wish to keep on file for future reference together with the forthcoming March Commerce, which, in more than 300 pages, will carry an exclusive, complete record of Chicago business in 1959. Many firms, we are informed, keep a regular file of Commerce throughout the year as a reference source, utilizing information in special articles and regular features in many ways.

Your comments and suggestions for additional services which this magazine can render to the Chicago business world are earnestly solicited.

Man Sturdy

## **Hotel North Park**



COMPANY PRESI-DENT, VICE-PRESIDENT, SALES MANAGER OR ANY-ONE INTERESTED IN HOLDING BUSINESS MEETINGS.

The Hotel North Park can solve all your meeting problems at once.
Located adjacent to quiet Lincoln Park, the hotel offers convention and sales meeting facilities for 25 to 500 persons. Numerous private dining rooms, coffee shop, Chandelier Res-taurant and lounge are located in the hotel. Choice suites are available for lease including two new luxurious penthouse suites. Air conditioning and ample free parking are provided. All of these facts add up to the ideal hotel for conventions and sales meetings.

HERB KRUGER, Manager 1931 Lincoln Pk. West Chicago 14, III. MOhawk 4-3200

#### EXECUTIVES

Looking for a new position can be a vexing and frustrating experience when you do it yourself. Men "in the know" use a reputable intermediary who can say the right things in the right places.

Our unique service, the oldest of its kind in the midwest, has been accepted and utilized by top executives exploring their opportunities for career advancement. We know how to evaluate men and their jobs, and to develop contacts appropriate to their needs. Thousands of excellent companies respect our recommendations.

Let's get together to arrange a prac-

AREER ONSULTANTS

a division of M. LEUKIN AND GO.
Psychological Services to Management
M.Lepkin, Ph.D. Director
332 S. MICHIGAN AVE.
CHICAGO 4, ILL., JHARRISON 7-2136



• Jiffy-Pots From Norway-George J. Ball, Inc., West Chicago, in 1960 will increase imports of Norwegian Jiffy-Pots, made of peat and wood pulp, by 1,000 per cent over 1955, its first year of importing the novel new horticultural aid. Jiffy-Pots are used by vegetable and flower growers, nurserymen and home gardeners. The pots with seedlings are transplanted directly to the field from the greenhouse. There, the pot with its walls supplying nutrients, disintegrates. Because plant roots are not disturbed in transplanting, seedlings suffer no shock or set-back. The Ball organization is wholesale distributor of the Norwegian product for all of North and South America. The major portion of the company's imports destined for the Midwest will come to Chicago through the St. Lawrence Seaway directly from Norway on ships of the Fjell-Fiord line.

• Hot Dog Firm 100 Years Old - David Berg & Co., Chicago, whose founder was one of the first sausagemakers to bring the hot dog to America, plans a year-long tribute in 1960 to the national tradition it helped start a century ago. According to legend, the hotdog was created in the 1840's in Frankfurt, Germany, inspired by the lines of someone's pet dachshund. David Berg, a German-Jewish immigrant was among the first to manufacture the hot dog in America. He launched his business in a tiny butcher shop on Pacific Avenue in 1860.

• Mines Above the Ground-Within 30 years, recovery from aluminum scrap alone will yield tonnages exceeding the nation's total 1959 production of the metal, according to Carl H. Burton, secretary of the Aluminum Smelters Research Institute. He forecast that by 1990 untapped scrap reserves will total almost 100 million tons.

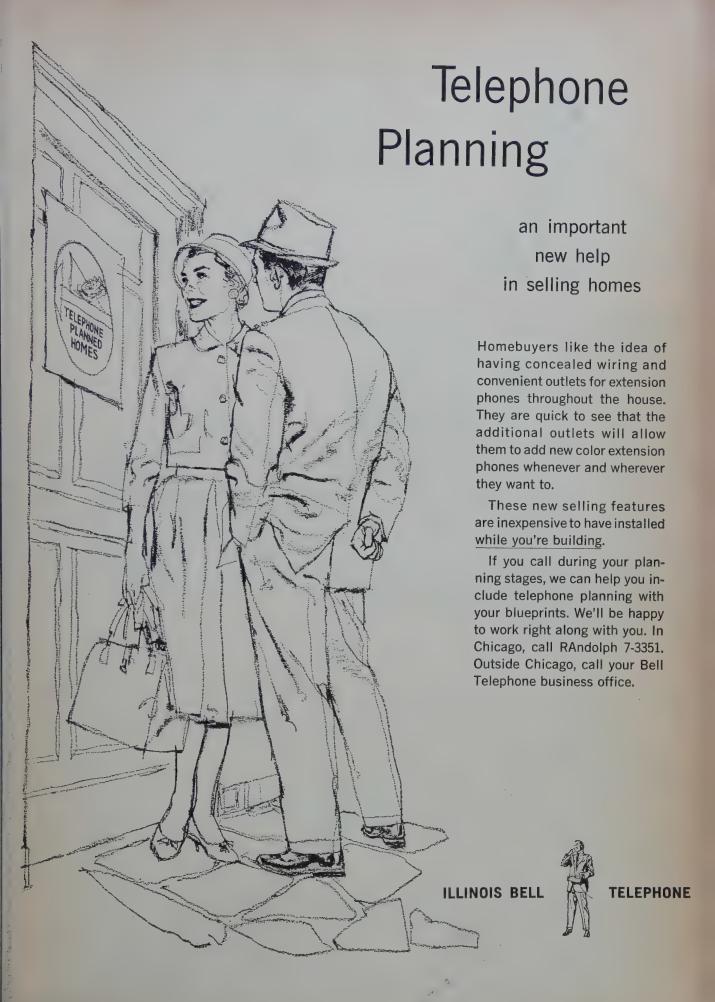
- Fewer Truck Fleet Accidents -Truck fleets now operate with three times the safety of 10 years ago, the Automobile Manufacturers Association reports in Automotive Safety. Fleet truckers today average some 71,000 miles without accidents, compared with approximately 22,000 in 1948, according to the publication. The accident involvement rate for all vehicles on the road was about 37.700 miles between mishaps.
- Austrian Trade Booms-Austria, a country without a port on the open sea, is sending one quarter of her exports into intercontinental trade. Prior to World War II such shipments represented not more than 10 per cent of the nation's total exports.

More than 55 per cent of Austria's intercontinental export traffic today goes through the Adriatic Sea port of Trieste, with Hamburg, Rotterdam and other North Sea ports-connected by inland seaway transports—as vital gateways for Austrian products going into international markets.

 Fire and Shock Resistant — Ensolite, a material that absorbs shock so thoroughly it will make an un-cooked egg bounce after a fall of ten stories, is now being tested by professional auto races.

While the material's high shockabsorbency makes it a good padding material for race car cockpits, drivers are more interested in it from the standpoint of fire safety. Ensolite, developed by United States Rubber Company, is self-extinguishing. Because it is made up of thousands of tiny isolated cells, it cannot sponge up gasoline as conventional padding materials do.

• Mileage Costs Rise - The cost of keeping a salesman on the road in (Continued on page 48)





# Chicago Traffic — Chaos or Order?



James E. Rutherford

Chicago Area Transportation Study Inventories Metropolitan Modes of Travel

AKING inventory was established long ago as a sound economic principle and an invaluable business practice. Yet only now is this principle being applied in Chicago and its suburbs to that most important business operation - local transportation. And in metropolitan Chicago, local transportation is big business. On the average, a family spends 10 cents of every dollar getting about in day by day living - going to and from work, to school, to church, to homes of friends and relatives, and to the centers of shopping, business, government, recreation, and culture.

Each weekday, approximately 5,200,000 persons living within 30 miles of Chicago's downtown Loop travel nearly 50 million miles—a distance equivalent of more than half way to the sun.

Currently, governments are spending 100 million dollars a year for new highways, to say nothing of many millions for maintaining and repairing existing thoroughfares. In the next 25 years, an estimated 2½ billion dollars will go for highway construction in the metropolitan area.

The Chicago Transit Authority, with gross revenues of nearly 130 million dollars a year and an operating force of 13,600 employees, is comparable with the city's largest corporations. The CTA carries more

#### By JAMES E. RUTHERFORD

Vice President, Prudential Insurance Company; Vice President for Community Development, Chicago Association of Commerce and Industry; Member, Northeastern Illinois Metropolitan Planning Commission

than 500 million riders a year—more than the total patronage of all of the nation's class one railroads.

In addition, there are the important operations of the commuter railroads, as well as private bus companies serving primarily the far flung suburbs.

Five years ago, experts in government and leaders of major civic and business organizations decided that it was high time to take stock of the local transportation problem. Their decision was prompted by fear that metropolitan Chicago was bound toward strangulation because of street congestion and a growing inability to move people in masses efficiently and expeditiously.

#### **Contributing Factors**

Behind this fear were many factors—the exploding population and the rapid expansion of the suburbs, the rise of the private automobile as the awesome kingpin of transportation, an inadequate street pattern of horse-and-buggy vintage, a public clamor for improved transit facili-

ties, and the plight of the commuter railroads.

An impressive system of new highways already was shaping up — four major expressways to radiate from the Loop and connect with state toll roads providing a traffic rim and approach routes in the outer reaches of the area. But this new network was not considered to be the cure-all. At most, it would serve only as a basic framework for the future.

Equally important, too, were the other vital segments of the total transportation operations—the operations of the transit authority and of the commuter rail lines. A broad scale attack, it was generally recognized, had to be made on the total transportation problem.

These, then, were the factors that led to the creation late in 1955 of the Chicago Area Transportation Study, popularly known by its initials, "CATS."

The bureau of roads of the federal government agreed to pay 72 per cent of an initial study program costing  $2\frac{1}{2}$  million dollars. The Illinois state government, through its

divison of highways, pledged 14 per cent of the cost, and the government of Cook County and the City of Chicago contributed 7 per cent each.

A nationally known expert, Dr. J. Douglas Carroll, Jr., then 38, was brought from Detroit to direct the project. Dr. Carroll had supervised a similar study for the Detroit area, and formerly had served as director of social science research at the University of Michigan.

"CATS" headquarters were established in a former bank building at 4812 W. Madison st. The most modern electronic computers were installed, including one ingenious device invented specifically for the project by Armour Research Foundation.

In 1956 – the first full year of the study – a permanent staff of 60 experts was augmented by 300 temporary employes to collect data. There

were more than 135,000 interviews, many at households. One of every 30 families was questioned in a 1,236 square mile area bounded by an arc 30 miles from the Loop. This area embraced nearly all of Cook County and parts of DuPage, Will, and Lake counties.

Motorists were questioned at key roadside interview points throughout the area. In other quests for information, there were extensive interviews with operators of taxicab and trucking companies.

In general, the research was directed at determining the daily travel habits of the millions of persons within the metropolitan area and the usage of the present streets and other transportation facilities.

But to lay a proper scientific foundation for measuring future transportation needs, the study was extended to embrace many other factors—trends in population growth, a detailed plotting of floor space throughout the area, and the varied complexion of land use.

#### The First Step

"Our initial job was much the same as that of taking inventory in a business," explains Dr. Carroll. "We had a rough idea of what we would find, but we did not know exactly until the inventory was completed, and then there were some surprises.

"For instance, it is well known that the Chicago area has been experiencing an unprecedented construction boom since World War II," Dr. Carroll continues. "But until the CATS study, no one knew the full extent of this growth in terms of land development."

"Now, the first of a three volume report on this transportation study has revealed that raw land is being gobbled up at an annual rate of 20 square miles. In other words, within an 11 year period, suburban expansion approximates the sprawling size of Chicago, with its 224 square miles.

Basically, the first volume of the CATS report is a summation of statistical research findings. Later this year, volume No. 2 will forecast travel requirements and population and economic growth through 1980. Following will be volume No. 3, proposing a comprehensive, long range plan for expressway and rapid

#### DESIRE LINES OF INTERNAL PERSON TRIPS USING RAPID TRANSIT



The 729,000 person trips using suburban railroad and subway-elevated trains are represented here by their combined travel desire lines. Each desire line is traced from the trip's origin to its destination, for a total of 6,744,000 desire line miles of person travel.

transit improvements as well as a time table for staging these improvements,

Volume No. 1, a 125 page document effectively illustrated with numerous color maps and charts, holds special interest for market research experts in private industry. Much of the report, because of its related findings pertaining to numerous aspects of activity, is a valuable new tool for business and industrial leaders in planning and locating their expanding operations.

Although the initial volume is primarily a statistical report, it hints significantly at recommendations certain to be included in the third report.

Most significant — because three out of four trips are made by car — are such references to highway planning for the future as: "Expressways and arterials built to serve the needs of automobile drivers in the Chicago area must be designed to provide service throughout the urbanized area. The focusing of all routes on a single point, such as the central business district (Loop and its environs), is not necessarily to be desired in view of the relatively



Dr. J. Douglas Carroll, Jr., "CATS" Director

wide dispersion of automobile desire lines."

These "automobile desire lines" were established in thousands of interviews in which preferred origin-to-destination routes were expressed without regard for existing streets—in other words, as the crow flies. These desire lines then were plotted by superimposing photographs, using a special Armour Research apparatus which combines a computer, a television tube, and a camera.

The conclusion - that express-

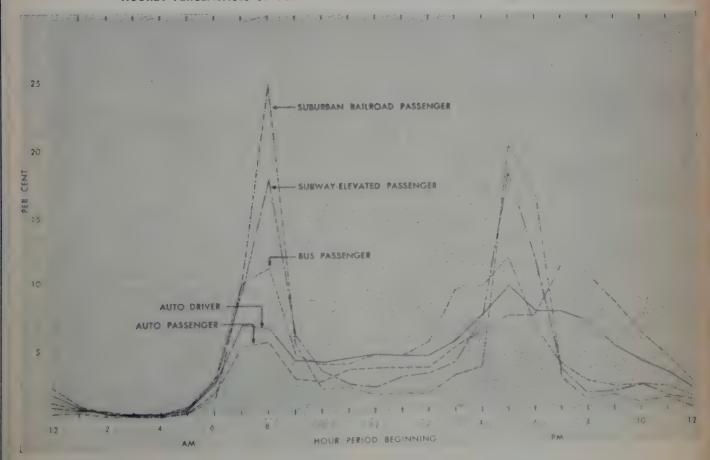
ways other than those leading to the Loop are to be desired — is supported by a finding of a substantial deficit in highway facilities in a belt between three and 13 miles from the downtown, or central business area. Thus much of the future highway planning must be concentrated on cross-town routes.

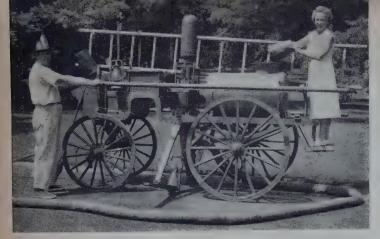
Highway experts should explore the possibilities of north and south expressways at Western (2400 west) or California (2800 west) avenues, and 44 blocks farther west, at Harlem avenue. For immediate planning, at least two other cross-town routes should be given attention—an east-west expressway on the south side at 55th street, and a similar limited-access highway on the north, possibly in the vicinity of Irving Park road (4000 north) or Lawrence avenue (4800 north).

This is the highway pattern to anticipate. The framework is laid, with four expressways planned or constructed to radiate from the Loop and connect with the rimming Tri-State tollway near the Cook-DuPage county line.

Within this basic pattern will be (Continued on page 40)

#### HOURLY PERCENTAGES OF TOTAL DAILY TRIP VOLUME OF EACH MODE OF TRAVEL





Mr. and Mrs. George Getz with one of the fifteen antique fire engines in Mr. Getz's collection. The President of George Getz Corporation also collects helmets, badges, pictures and prints of fire equipment. Lake Geneva Regional News photo.



Avid hobbiest Frank F. Kolbe, president of United Electric Coal Company, jumps his horse Commando. Kolbe is a director of the Chicago Adventurer's Club and participates in many different hobbies



## Executive

#### By JUNE BLYTHE

F SINCLAIR LEWIS' prosaic Babbitt could step from fiction to Chicagoland, he'd squirm unfortably in the presence of his local peers. For when they leave their busy offices, Chicago's business executives and professional men prove to be as erudite and dedicated a group of amateur experts as ever rode a herd of hobbies.

From fire engines in the living room to digging up the bones of ancient men, these devotees pursue pet interests that range the arts, sci-

Notable photographer of birds in color and motion, Clarence B. Randall, retired board chairman of Inland Steel Company and special assistant to President Eisenhower, says: "My work in Washington has given me a certain set-back in my bird-watching." Chicago Sun Times photo







# Hobbies - From Archeology to Zoology

ences, unusual sports and high adventure. One rueful query is common to them all—how to ride the hobby without letting it ride the man.

The hobby that rolled right into the living room in the form of a hand-pumper, reputedly used to help fight the Chicago Fire, belongs to George Getz, president of George Getz Corporation. Serious collectors obviously must also have managed to collect a sympathetic spouse. And in this case, Mrs. Getz not only enjoys the hand-pumper, but started it all by giving her husband his first fire engine as a Christmas gift.

George once remarked casually, as the couple passed an old fire en-

gine on the road, that it would be fun to have one at their Lake Geneva home. The following Christmas morning he was led outside to view an ancient pumper that had just gone out of service at Oshkosh, Wis. By now the collection numbers 15 pieces, the newest a gift this past Christmas, 52 feet long and weighing 11 tons.

#### Railroad Help Needed

St. Nick required some railroad help to make this latest delivery—the pumper had to be shipped by flat car from southern Illinois and driven by friends from the Genoa, Wis., depot to Lake Geneva.

The century old pumper now gracing his living room Getz found in a littered barn at Plymouth, Wis. He and an antique-dealer friend bought the barn's entire contents to get the pieces they wanted. It took three days to hose the pumper clean. But when the dirt was washed away, there emerged the original roses and ornate scroll designs of the period, so clear that they were restored with perfect accuracy.

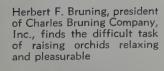
Getz' collection has swelled to include old helmets, badges, pictures and prints, old insurance company plaques, and such rarities as a fire engine jack dated 1775. The formerly unused building in which he stores the equipment is bulging at the beams, and he is planning to erect a new one and establish it as a museum.

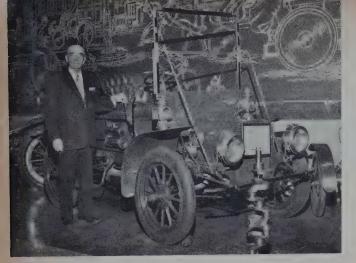
George's brother, James, a member of the corporation board, carries his avocation several centuries fur-



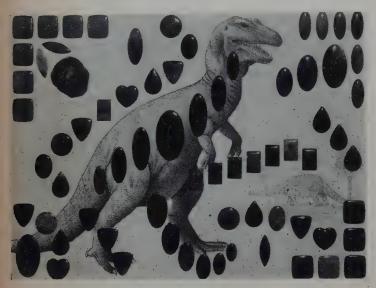


Shown above are four of the unusual old mechanical banks in the collection of Morton Bodfish, board chairman and president of First Federal Savings and Loan Association. In 25 years, Bodfish has accumulated over 300 coin banks, one of the largest collections of its kind





Major Lennox R. Lohr, president of the Museum of Science and Industry, is a private collector of early automobiles. Several now on display at the museum are from his collection



Advertising firm president J. Lester Cunningham, J. L. Cunningham and Company, pursues lapidary, cutting and polishing of gem stones. Shown is one of his gem portraits. Photo by Chicago Natural History Museum

Some 24 pieces of old railroad equipment stand on the sidings of the Chicago Hardware Foundry Company and comprise the collection of company president Frank Sherwin



ther back. It was his preparatory work that led last summer to one of the more significant finds in this region's archaeology.

With eight other Illinois business and professional men, James Getz a year ago helped found an advisory board for the Illinois Archaeological Survey. The board's purpose is not only to mobilize financial assistance for the Survey, but to alert Illinois residents to the pre-historic treasures that may come to light in the teeth of a plow or the jaws of a bulldozer.

The board has met with building contractors, highway agencies, materials suppliers, etc., and provided them with facts for employes on what to watch for. James, who lives near Half Day, Ill., personally discussed this archaeological detective work with employes of Doetsch Brothers, who were starting a gravel pit on land adjacent to his own.

Last July James received a call from the neighboring pit office. Would he like to take a look at some bones one of the bulldozer operators had uncovered? For two hours, while machines stood still and workmen watched excitedly, James gently and painstakingly brushed away the pebbly soil. Then he knew he had a find that required professional supervision.

#### Important Discovery

An emergency call brought to the scene Dr. Elaine Bluhm, secretary of the Archaeological Survey, who confirmed the importance of the discovery. Three full skeletons were unearthed, an adult and two children, with portions of two or three more partly damaged by the bull-dozer. The burial is estimated at from 6,000 to 2,500 B.C., thus fixing habitation of the Chicago area by Indians of the "red ochre culture."

The site is identical with that described in a 127-year old diary, which Getz helped edit, as the tribal seat of Chief Mettawa, of the federation of Chippewa, Ottawa and Potawatomi Indians. Area property owners recently incorporated as a village under the name Mettawa, suggested, of course, by Getz.

Getz finds considerable excitement in the knowledge that he lives on a site inhabited for 4,000 years or more. Most of his personal collection of over 100 archaeological items

(Continued on page 26)

# Why Foreigners Buy American

Motivation research can help manufacturers make overseas sales

AN INCREASING number of Chicago and Midwestern manufacturers are considering prospects for selling their products in burgeoning overseas markets, especially in the six Western European countries making up the Organization for European Economic Cooperation or Common Market.

Their enthusiasm is justified. Rising standards of living resulting from economic recovery mean a rapidly growing demand for consumer goods of all types. Predictions have been made that the total market for consumer goods and services in the six nations alone will rise from a current \$185 billion to more than \$300 billion by 1970. And more new billions of consumer buying power will be available in other countries of the free world.

However, it will take more than enthusiasm on the part of U. S. industrialists to turn prospects into reality. Many companies already have paid a high price for rushing into Western Europe without ade-

By DR. BURLEIGH B. GARDNER

Executive Director, Social Research, Inc.

quate preparation for doing business with people whose traditions and cultural patterns may be totally different from those of this country.

These differences have an effect on every stage of the manufacturer-to-consumer chain of activities. And they must be taken into account whether the U. S. manufacturer intends to establish foreign subsidiaries to produce or assemble his products, set up local distribution systems to market goods shipped from this country, or sell directly to importers in the various countries.

Differences in people's attitudes, prejudices and needs may vary not only from country to country but from region to region. The consumer may be suspicious of "outsiders" and resistant to anything new that threatens his traditional way of life. A product that may

sell well in industrialized areas can be a failure in more conservative areas.

Regional differences in consumer tastes, attitudes and buying habits have limited the development of American-style marketing methods. The concept of the national brand, the chain store and the supermarkets are just beginning to take hold. The lack of mass media - television networks, national magazines further inhibits the development of company and brand images on a broad scale. As a result, advertising and promotion techniques must be tailored to individual market areas and adapted to individual cultures. Even package colors and designs may have to be changed to appeal to people of different regions.

Equally important differences may be found in retailer attitudes toward new products and in employer-employe relationships in plants and offices. Methods of dealing with people that are taken for granted in this country can create serious morale problems if used abroad.

#### Research Necessary

American companies doing business in foreign countries are turning increasingly to motivation research to help them uncover the reasons for trouble-causing differences and find ways to adapt American-style products and methods to European tastes and habits.

Motivation research, the study of human behavior, is commonly used in this country to help business advertise, package and sell products more effectively, as well as to develop effective management and employe techniques.

This is done by applying the research methods and body of academic knowledge of the social sciences

(Continued on page 48)



Friedrich H. Sieber (right), German sociologist for the Institut Fur Absatzpsychologie, Hamburg, discusses the advance of motivation research in Europe with Dr. Gardner

# Latest Census — a Marketing Bonanza

Automation producing quicker results on more subjects

By PHIL HIRSCH



Headquarters of the Bureau of Census, just outside Washington. Electronic data-processing equipment to be used in the forthcoming population and housing censuses is located in the building on the right

ACK OF detailed statistical information has long troubled the marketing executive hunting for new customers. The hunt should become considerably easier, however. Between now and the middle of 1962, the U. S. Bureau of the Census will publish the results of six different censuses. Marketers will have a feast of meaningful statistics the like of which they've never seen before.

The censuses cover: retail and wholesale trade; manufacturing; mineral industries; agriculture, population, and housing. New data of particular interest to merchants and manufacturers is being collected, and several cities will be analyzed on a census-tract, or "neighborhood-by neighborhood," basis for the first time. Data on retail stores, hotels and motion picture theaters outside the downtown area is to be shown in greater detail also. Most important, the census reports will be available up to a year and a half sooner.

To some businessmen, the census,

is a confusing mass of statistics, the study of which produces eyestrain and little else. Actually, it's a kind of crystal ball that can eliminate much of the guesstimating involved in many kinds of policy decisions.

More and more firms, for example, are employing housewives in production and office jobs. Sometimes, the supply of housewives able to work part or full-time largely determine where a firm locates a new plant or branch office.

#### Retailers Can Benefit

For retailers, the census contains the ingredients of a market research study that would cost a lot of money if it was done by a firm specializing in this work. Take the case of a children's ready-to-wear merchant who's trying to find the best location for a new store. The population census will tell him the number and distribution of children, the income level of the parents, the per-

manence of the population, and the racial and ethnic distribution of any given neighborhood; from the housing census, he can learn how much his prospective customers spend on rent and utilities (and sales potential per family); the census of business will, among other things, analyze his competition in terms of store size, sales volume, and size of inventory, and indicate how downtown and outlying business areas share the sales pie.

The need for businessmen to consult the upcoming census data is underlined by the fact that during the past decade a number of changes have occurred which have had profound effects on the marketplace, and have created tremendous merchandising opportunities in the process.

Sample census studies indicate that the increase in U. S. population since 1950 has been greater than during any previous decade. The percentages represented by children

and elderly are substantially greater, and the number of married couples has grown at an unprecedented rate. A decline in the average size of the American household which began in 1910 apparently has levelled off; more of us live in cities than ever before, school enrollment has grown relatively as well as absolutely, and so has the number of women in the labor force.

Because of the many months required to get previous censuses down on paper, the usefulness of the data has been greatly vitiated. This time, the reports should be out much sooner.

The first advance report giving final 1950 population figures wasn't issued until November, 1950, seven months after the count. Census officials hope to have the comparable data for the current census out a month earlier. In 1950, the population counts for state subdivisions (counties, cities, census tracts, etc.) didn't begin to become available until approximately a year after the enumeration. This time, by comparison, all population counts are scheduled to be published by April, 1961.

The meat of the population census is contained in the P-B, P-C, P-D, and P-E bulletins. The first three analyze the population of each state and its various subdivisions in terms of various characteristics—e. g. the number of persons who are single, married, widowed, and divorced; the number employed in each of several industries and occupations; the number within various income brackets. The last series contains a number of special reports.

After the 1950 census, users had to wait 22 months, until March, 1952, for the first P-B bulletin. By the end of that year, most of the P-B and P-D series was out, but only the first of the P-C bulletins was

(Continued on page 53)



The census taker will make her rounds as usual this time, but each family will fill out its own questionnaire



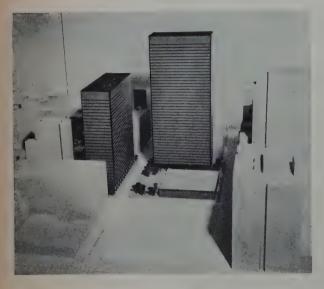
Above is "FOSDIC." The letters stand for "Film Optical Sensing Device for Input to Computers." It converts answers on census questionnaires into computer input automatically, eliminating need to employ several thousand keypunch operators

Pictured below is control console for one of four huge UNIVAC computers which will process 1960 population and housing censuses





Newest Great Lakes vessel, biggest permitted by navigation regulations, Inland Steel's new flagship, EDWARD L. RYERSON comes off the launching ways in Manitowoc Shipbuilding yard, Manitowoc, Wisconsin



Among major American industrial groups utilizing radioisotopes, the petroleum refining industry reaps the largest benefit, National Industrial Conference Board reports. Shown below is research in radioactive tracer in research and development laboratory, Standard Oil Company (Indiana) at Whiting

Models of buildings for new \$105 million federal center in Loop. Court buildings will be 28 stories, office building 39 stories. Part of site is now occupied by old United States Courthouse (Chicago Tribune photo)



Pretty skier uses first 8mm zoom movie camera which changes instantly to slow motion. Bell & Howell Zoomatic uses electric eye to adjust lens automatically to changing light conditions





Checker Motors Corp.'s new Superba station wagon offers one of widest rear openings  $(48\,l/2)$  inches) and one of widest floors (50) inches) in the industry. Priced at \$2896.37 and up, the model also offers as optional equipment a power rear window and a power rear seat operated from dashboard

# Business Highlights

Caterpillar's new line of wheeled Traxcavators (right) is manufactured at the recently completed Aurora, Illinois, plant (below). The new facility has 1.6 million square feet of manufacturing space under roof and employs approximately 3,000 persons. Dumping reach and machine balance are features of the new Cat. Here a test machine holds a load at full lift height of 12 feet while moving to dump into a transporting vehicle.







"Steelfast," a research project designed to develop an advanced system for installing dry wall, has been unveiled by the Research Institute of the National Association of Home Builders and the United States Steel Corporation's Research Center. Panel is placed by bowing it slightly and slipping ends into "SteelFast" member.

#### **Executive Hobbies**

(Continued from page 20)

he has found within a quarter-mile of his home.

A close friend of Getz's, who feels his own professional understanding has been deepened by an interest in archaeology, is architect Winston Elting. Elting also serves on the advisory board of the Archaeological Survey, and the two friends have gone on "digs" with Dr. George Quimby, curator of North American Archaeology and Ethnology at the Chicago Natural History Museum.

Elting is an ardent advocate of the value of stimulating popular interest in archaeology. "Most objects are discovered not by the very few people who are trained archaeologists," Elting points out, "but by the people who live on the land or work with it." On how to pick likely sites, Elting says logically, "Just look for the spots you'd pick if you were an Indian — high land, close to water." The Illinois Survey has plotted 3,000 such known or likely sites in the state.

#### Business and Hobby Trips

Elting often combines business and hobby trips. His dual interests enabled him to examine the Mayan and Aztec ruins in Mexico and Yucatan from the viewpoints of both architect and archaeologist. He has visited the Inca ruins in Peru, and designed a hotel planned to be constructed near Machu Picchu, a great Inca ruin in the Andes.

For Elting, "ethnology is a necessary adjunct to architecture; we must know something about the behavior

of people." Another

Another earth-digger, though for a different form of treasure, is J. Lester Cunningham, president of the advertising firm, J. L. Cunningham and Company. Away from campaign planning and client conferences, Cunningham pursues lapidary, or the cutting and polishing of gem stones.

No one label, however, can cover the related fields into which he's been lured. As he puts it, he has half a dozen hobbies rolled into one.

A broken bit of false jade triggered his interest. Cunningham had brought an Aztec pin back from Mexico as a gift for his mother.

When its carved stone broke and he took it to a jeweler for repair, he learned the "jade" was spurious.

Cunningham's determination to replace the stone led eventually to a Chicago Park District lapidary class, where he accomplished the feat, near-impossible for a beginner, in exactly one month. Encouraged, he set out to make matching earrings and a bracelet.

#### The Lodge of Lapidaries

The search for matching stones took him to the late James Lewis Kraft, founder and president of Kraft Foods, who was known as "Mr. Jade" to lapidaries throughout the world. In Kraft's fabulous collection was a rare jade boulder, used as a battle tribute by primitive Maori tribesmen, and sent to Kraft by the New Zealand government in appreciation of a milk processing plant on the island. With the passion of true amateurs, Kraft did all his own cutting, and he had succeeded in getting seven "slices" from the boulder, each worth many thousands of dollars.

Such is the fraternity of devoted hobbyists that Kraft gave Cunning-ham a piece of the Maori jade — and the advertising man was firmly hooked into the lapidary lodge.

Cunningham's interest quickly expanded to collecting his own stones from their natural settings, and to their appropriate display. He developed a technique he calls "gem portraits" by mounting related specimens on pictorial backgrounds, framed under glass, which can be hung like pictures. One of the most unusual features 73 pieces of petrified dinosaur bone, cabochon-cut and polished, mounted over a drawing of a dinosaur. This and his other gem portraits have consistently won blue ribbons in lapidary shows and been pictured on magazine covers in the field.

Cunningham's hobbies mesh neatly with those of his wife, Mrs. Margaret Feely Cunningham, assistant secretary of the Earle Ludgin and Company advertising agency. Both are members of the Chicago Lapidary Club and helped develop its annual exhibits at the Chicago

Natural History Museum. Mrs. Cunningham's interests also include copper enamelling and color photography

The couple select promising rockhunting spots for their vacations, and Mrs. Cunningham has filmed a series based on these trips, called "Rock Hunting, U.S.A.," with help from her husband on the scripts. Demand for the pair as speakers has grown so heavy that they must limit engagements in order to find time to continue filming the series.

An advertising executive who hunts very different quarry is Walter Buchen, retired founder of the Buchen Company. Buchen and his wife have hunted game, large and small, in Africa and India for many years. As a trustee of the Chicago Natural History Museum, he has used these safaris to enrich the Museum's collections. On his first African hunt, in 1948, Museum curators plied him with requests for birds, bats and snakes, and his 1952 expedition was devoted entirely to collecting marsh birds of the upper Nile for a Museum diorama.

Buchen has kept his personal collection small – elephant tusks, the head of a Greater Kudu, or large African antelope, and a collection of sunbirds, the equivalent of the humming bird.

#### Collecting for Museums

Other Chicago big game hunters who combine museum or zoo collecting with their own sport include A. Rush Watkins, president of the Hi-Life Packing Company, and investor Clarence L. Frederick and his wife. Watkins managed to make a collection of Asiatic Tapir for the Natural History Museum before the Communists took over in Indochina. The Fredericks, who are board members of the Lincoln Park Zoological Society, last year brought back from Africa several additions to the Zoo's collections. Among them were the lion cub, Cleopatra; a long legged, short tailed serval cat, and eight "bush babies."

For some men all of life takes on the aspects of a hobby, and no single activity can be isolated as their major interest. Frank F. Kolbe, president of United Electric Coal Companies, brings enthusiasm to everything he ventures and acquires expertness in all of them. He is a

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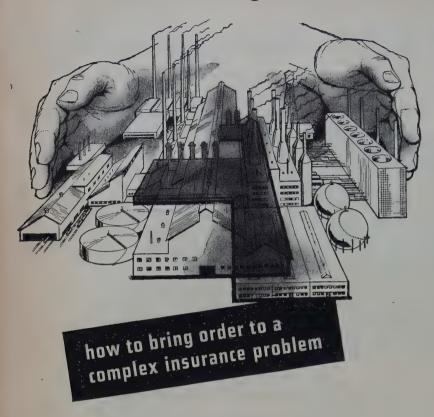
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Driving to work, he plays classical music or recordings of German, French or English plays through a tape player connected to the car radio. He maintains that since he spends some two hours a day, 300 days a year in the car, he might as well enjoy and profit by the time. He serves as treasurer of the Community Music Center in Winnetka and belongs to a group which presents professional chamber music concerts throughout the season.

#### 30 Varieties of Tea

The same inventiveness that built the coffee roaster also developed the Kolbe wheel excavator, a giant machine for removing overburden in strip mining. During his "tea break" at the office, he selects from among 30 different kinds of tea.

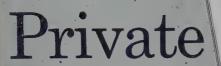
At home he is an accomplished gardener, although he claims to grow "things that require little attention." But among his daffodils, crocuses, iris and peonies are rare and beautiful stocks whose history and hybridization he can accurately trace. He has raised quail because he enjoys their call; hunts because, here in Illinois, "we're on one of the great flyways of the world"; and rides horses because in addition to enjoying the sport for its own sake, he'd rather be outdoors than anywhere else.

He has written widely on sports, and has said of riding, "No other sport brings man so close to all the growing things and the cycles of nature."

Another lover of the outdoors is Clarence B. Randall, retired board chairman of Inland Steel Company and special assistant to President Eisenhower. For 32 years Randall has channeled his keen observation into bird watching, and from there has gone on to become a notable photographer of birds in color and motion.

His "life list" of birds personally identified in the field numbers 310, which he says "may not be extraordinary among bird watchers, but it is among businessmen." And with

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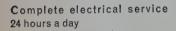
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characteristic humor, he adds, "the work in Washington has given me a certain set-back in my bird watching."

But vacations at his summer camp in Lake Michigamme, in the upper Michigan peninsula, still are spent chasing birds, and with the same six bird-watching friends who have joined the Randalls there for many

"You have to know and love birds to photograph them," Randall maintains. He has set up a strict code for his own operations, which he likens to the "dry-fly fishermen's etiquette." Although he works with a tripod, he refuses to build or use blinds, or to go in on an advance dry run to accustom the birds to the camera sound. "Part of my satisfaction," he explains, "lies in matching my wits against the bird's." Among the prizes he has caught in filming 75 species are a Canadian goose on her nest, and a rose-breasted grosbeak and an oriole in the same frame.

#### Plans Sound Movies

He waits impatiently for more free time because he wants to make sound movies - not bird calls, he elaborates, but commentary and music to accompany his growing footage.

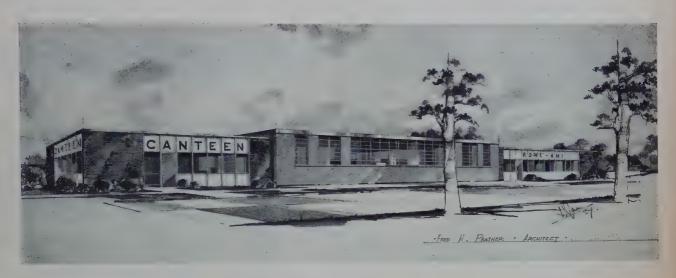
The final chapter of Randall's reminiscences, Over My Shoulder, serves up an altogether delightful potpourri of his wry and often unorthodox views on hunting, birds and recreation in general. Though he has more requests for articles than he can fill, plus another book in the making, he hopes before too long to write more fully on birdwatching.

Another outdoorsman, Edgar H. Wolfe, president of the Barrett Bindery Company, would rather talk about his fellow members of The Adventurers Club than himself. But he admits to being a mountain climber and to seeking out new and untrammeled country to explore.

Like other mountaineers, Wolfe stresses that the sport is not to be taken lightly. In his words, it requires a "combination of engineering, geology, mathematics and physical training." He continues, "You have to be able to look at a spur of

(Continued on page 34)

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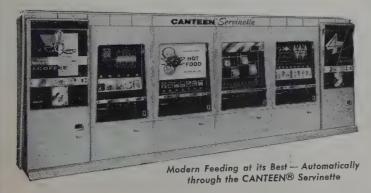
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The *Independence* is big. She carries a crew of 3,500 and her quarter mile of runways could park two luxury liners side by side. Turn her on end and she'd reach up to the 80th floor of the Empire State Building. Total working area for flight operations is over six acres.

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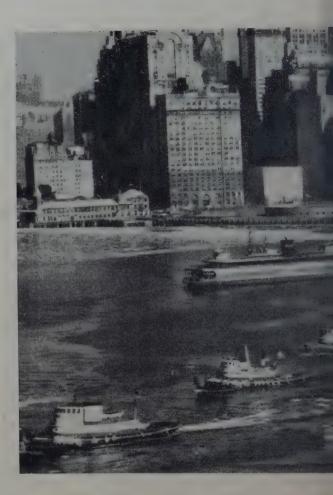
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#### **Executive Hobbies**

(Continued from page 30)

rock and judge whether it will take your weight. Anatomically, your eyes are in the upper part of your head, not in your toes.'

Wolfe has a "now it can be told" story that underscores his conviction that adventure is not a lost art. "There still are unexplored areas in the United States," he asserts. It was in one such area, the Cascade Range in Washington, where Wolfe and a friend turned their mountaineering skill and woodsmanship to government service during World

The federal government was planning methods for evacuating the Pacific Northwest if an attempt should be made at invasion. In such

an event the Cascades, running squarely athwart the state, would have to be crossed. Moreover, Wolfe's friend knew that "campers of suspected loyalty had explored many sections of the range, and he theorized that the enemy might well attempt to set forest fires from Alaska down into the northwest.

#### Secret Look-Outs

Ostensibly on a pleasure trip, the two friends established several secret look-out points, and laid out a series of "ways," or simple forest trails that could accommodate loaded pack horses. Numerous suspicious fires were, indeed, sighted from the secret look-outs and extinguished. The trails, fortunately, never had to be tested for their usefulness in evacuation.

Exploring old rather than new trails is the bent followed by Bruce McKinstry, president of the Berwyn Savings and Loan Association. Mc-Kinstry's hobby retraces the trail to the west followed by his grandfather in 1850, the second year of the gold rush.

Twelve years ago McKinstry discovered a portion of the diary kept on the trip by his ancestor, Byron N. McKinstry, who had come to McHenry County, Ill., from New England. Pooling his resources with three neighbors, the grandfather had followed the Mormon Trail in a covered wagon, a trip that re-

quired six months.

The grandson searched out the remaining portions of the diary from other descendants, and since then he and his wife have spent their vacations retracing the trip and annotating the diary. McKinstry plans to publish the diary as a book when the notations are completed, a task he estimates will take five more years.

#### Forty-niner Becomes Farmer

After panning for gold a year and a half, the grandfather returned to Illinois and became a successful farmer. To queries about his fortunes as a forty-niner, his stock reply was that he'd "made about as much as if I'd stayed home and worked hard at a good job!"

Morton Bodfish, board chairman and president of First Federal Savings and Loan Association, collects unusual old mechanical coin banks. After 25 years of diligent and discriminating search, he has over 300 items, one of the largest collections of its kind.

The uniquely American banks were invented in 1869 and became a favorite gift for children over half a century. Many of the figures portray Biblical or historical characters, or children's activities. Interest in the collection has prompted Bodfish to make available a limited number of exact reproductions, which are being introduced, one each month, at First Federal.

Collectors of somewhat larger items of Americana are Maj. Lenox R. Lohr, president of the Museum

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of Science and Industry, who collects old automobiles, and Frank Sherwin, president of Chicago Hardware

Foundry Company.

Sherwin collects old railroad cars, an interest that dates back to a childhood gift from his father of one of the first toy electric trains, built by the Voltamp Company. When Frank's son was born, the old toy train came out of its packing cases, the hobby revived, and for some 20 years Frank built miniature model

The collection of full-scale equipment started accidentally with the need for war-worker housing, when Hardware Foundry bought for that purpose some old Chicago and North Western passenger cars. Gondolas for material transport and box cars for storage purposes were added later. An old wooden mail and express car has been transformed into a club car for the use of plant guests and foremen. The collection now numbers some 24 pieces of equipment on the company's own sidings.

#### Electric Railway Museum

Sherwin also has made space in the plant yards available for the temporary headquarters of the Illinois Electric Railway Museum. This non-profit organization of railway enthusiasts was formed to buy, rehabilitate and exhibit examples of America's vanishing interurban cars, and now owns some 15 pieces of equipment. The young men who established the museum buy and transport the cars at their own expense and spend their week-ends, often accompanied by honorary member Sherwin, at refurbishing the equipment. Their goal is to obtain a few miles of unused right-ofway and put the museum on an operating, public basis.

Few visitors to the Museum of Science and Industry are aware that among the early automobiles exhibited there, several came from the private collection of Maj. Lohr. A graduate in automotive engineering from Cornell, his enthusiasm for the early autos has increased, rather than diminished in the face of mod-

ern motorcar competition.

He put his confidence to the test during World War II's gas rationing, when he often drove a five-passenger, 1925 Detroit Electric, which he describes as the "famous fish bowl design - very beautiful."

Of all cars, the Major maintains, "the quietest and most comfortable was the electric. Its elegance has not been surpassed to this day." Those he's restored are as mechanically perfect as the day they were made. after sitting idle for 50 years. Lohr feels they lost favor because of their relatively lower speed, not more than 30 mph., their limited range of about 50 miles between battery charges, and the costliness of new batteries.

Lohr's enthusiasm also extends to the steamers, of which he says,

"there have probably never been cars more flexible or powerful." America's modern fixation on speed also contributed to the steamer's demise, for they required 10 to 15 minutes' warm-up for the first start of the day.

At one time, Lohr numbered 70 cars in his collection, and they required a storehouse of parts, which he also collected for restoration and operation. He has won prizes in antique car meets, where one of the

(Continued on page 47)



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NDUSTRIAL developments composed of announcements of new plant construction, erection of additional plant facilities at existing sites, and acquisitions of land or buildings for industrial purposes, amounted to \$8,511,000 in January 1960, compared with \$12,388,000 in January 1959 and \$6,629,000 in January 1958.

- Oak Manufacturing Company, 1260 N. Clybourn avenue, is expanding its plant in Crystal Lake with the addition of 200,000 square feet of floor area which will house factory, office, engineering and the manufacturer of television parts, switches, vibrators, solenoids, tuners, etc. Further expansion of Crystal Lake is planned soon and the company will move its entire Chicago operation to the new location in the next few years. A. R. Peterson designed the building, which will be of brick and steel construction. The new structure will be across the street from the present Crystal Lake location. Zinzow Construction Company is the general contractor.
- Budd Company of Detroit is making a major addition to its automobile body stamping plant in Gary to increase production floor space. The expansion will consist of 78,000 square feet of floor area which will be used for two more press lines plus assembly and storage space. The Gary plant is devoted to auto body parts and sub-assemblies for American Motors. General contractor is Darin & Armstrong, Inc.
- Phillips Petroleum Company, headquartered in Bartlesville, Oklahoma, is erecting a new warehouse at 39th street and Cicero avenue in Stickney to replace its present facility at 3660 Archer avenue. The new structure, which will contain 110,000 square feet of floor area, is

being erected by Edwin E. Hartrich & Son. Phillips does no refining in this area but has a fractionating unit in East Chicago.

- Fred H. Schaub Engineering Company, 2110 S. Marshall boulevard, is erecting a new 43,000 square foot factory and office building in Downers Grove to which the firm will move its entire operations including the facilities of Magnetrol, Inc. -a subsidiary. The firm makes steam and water liquid-flow controls. Architect for the project is R. C. Taylor of Oak Park, while the structural work is being done by Continental Construction Company.
- Wass Food Products Company, manufacturer of barbecue sauces and dressings, located at 1042 W. Randolph street, is erecting a new manufacturing building with 40,000 square feet of floor area at 38th street and S. St. Louis avenue. A. Epstein & Sons, Inc. is architect and engineer and Mel White Builders is the general contractor. Upon completion, Wass will relocate all its manufacturing processes to the new plant.
- E. R. Moore Company, 932 Dakin street, has purchased the building at 3800 N. Ravenswood avenue, containing 150,000 square feet of floor area. The building will be completely renovated and remodeled for the manufacture and warehousing of caps, gowns and robes. Bennett & Kahnweiler and Nicolson, Porter & List - cooperating brokers.
- Armour and Company is having a research building of 30,000 square feet in the Bellwood Industrial District, in Bellwood, erected to its specifications. Ralph Stoetzel designed and engineered the building

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and Joseph T. Carp, Inc. has the general contract.

- Vita Zime Laboratories, Inc., 546 W. Washington street, is erecting a new 15,000 square foot laboratory building in Elk Grove Village in the Centex Industrial District. Northern Builders, Inc. has the general contract. Vita-Zime engages in research and production of enzymes and biological catalysts.
- Kentile Company, manufacturer of rubber, cork, asphalt and vinyl tile, located at 4532 S. Kolin avenue, is expanding its plant with an addition of 30,000 square feet of warehouse space. Designed and engineered by A. Epstein & Sons, Inc., the building is being erected by Hoffman Petersen Construction Company.
- Pacific Metal Fabricators, 2505 S. Blue Island avenue, is erecting a new 12,000 square foot factory building at 35th street and Lawndale avenue. The firm is a metal fabricating job shop and will move its operations to the new location. Albert Belrose designed the new structure.
- Garden City Envelope Company, 3001 N. Rockwell street, is adding 12,000 square feet of warehouse space to its plant, which was designed by Friedman, Alschuler & Sincere, and is being erected by Roberts, Lang Gray, Inc. The company is an important producer and printer of envelopes of all types.
- Reco Products Company, Melrose Park, is adding 14,000 square feet of warehouse space to its plant in which it produces corrugated paper boxes. The building was designed by James E. Chiaro & Associates; Hansen & Son—general contractor.
- Molon Motors and Coil Company, in the Industrial District in Rolling Meadows, is adding 11,000 square feet of production space to its plant for increased manufacture of sub-fractional horsepower motors. Benjamin H. Stein is architect and engineer; Roberts, Lang, Gray, Inc.—general contractor.
- Sidney A. Tarrson Company, 712 N. Franklin street, has acquired 50,000 square feet of floor area at

Harrison street and Racine avenue, to expand its operations in the manufacture of novelty and plastic toys.

- Chicago Steel and Wire Company, 10257 Torrence avenue, is expanding its steel warehouse with an addition of 8,000 square feet of floor area. Robert Kill—architect; Oliveri Brothers, Inc., general contractor.
- Powernail Company, in Prairie View, is adding 8,000 square feet of floor area to its plant in Vernon Township in Lake County, Illinois. The firm manufactures electric nail driving equipment. A. Epstein & Son, Inc., designed and engineered the structure.
- Trewax Company of Los Angeles is having a building erected to its specifications in Elk Grove Village's Centex Industrial Park for the production of liquid and paste waxes for floors and linoleum. The new structure will contain 7000 square feet of floor area and was designed by Frank S. Musser. Northern Builders, Inc. is the general contractor; Bennett & Kahnweiler acted as broker.
- Aurora Engraving Company, in Aurora, is erecting a new 6,000 square foot plant just south of Aurora in Montgomery. Architect Robert Shelf; general contractor, Warren Brothers Construction Company, both of Aurora.
- Advance Match Plate Company, 2040 N. Holly, will erect a new plant with 6,000 square feet of floor area in Bensenville Industrial District to which the firm will move its entire facilities. Advance makes aluminum pattern duplicates.
- Acme Screw Company, Wheaton, Illinois, is adding 7000 square feet to their plant located at 906 W. Union avenue in that suburb.
- Commercial Envelope Company of New York has acquired 16,000 square feet at 3001 W. North avenue in Melrose Park, where it will manufacture and print envelopes. This is the first midwestern operation for this firm which has plants

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in New York City and Pearl River, New York. Arthur Rubloff & Company – broker.

• Super Service Manufacturing Company, 124 W. Polk street, has acquired 12,000 square feet of floor area in a building at 913 W. Van Buren street, to which the firm will move its facilities. The firm manufactures loose leaf binders, portfolios and display mountings. Lang, Weise & Cella — broker.

#### Chicago Traffic — Chaos or Order?

(Continued from page 17)

planned the inner grids of crosstown expressways. As the suburban growth is extended, the deficit area of highway facilities, now at three to 13 miles from the Loop, will move farther out. Thus a need for more grids of cross-town highways will arise.

But what of the future for mass transportation? Volume No. 1 of the CATS report considers both the future of bus operations and the more crucial transportation problem of the elevated-subway system and the commuter railroads.

While the private car is used for 74 of every 100 trips made in metropolitan Chicago, 17 of the remaining 26 trips made on public transportation are accounted for by buses. Six trips of the 26 made on public transportation are by elevated-subway, and three are on commuter railroads.

Because of its importance as the largest single facility of mass transit, the demand will be for the improvement of bus transportation, now competing with the private automobile for the use of streets.

Interestingly, the CATS report reveals a surprisingly high percentage of "captive riders" among bus patrons. Only 27 per cent of regular bus riders said they were able to drive a car. (Half of the regular L-subway riders can operate an automobile, and two-thirds of those riding commuter railroads can drive.

Another surprising finding that points up the necessity for improveing bus service within Chicago is the fact that four of every 10 families in the city have no car. (In the suburbs, only one in 12 households does not have an automobile.)

Thus the 40 per cent of Chicagoans who depend entirely upon mass transportation facilities must rely primarily upon buses because of their more extensive coverage of the city.

On the future of rail transporta-

tion, the report implies that the best that can be hoped for is a retention of the present scope of operations for both the L-subway and commuter railroads. The only exception would be the provision of rapid transit, in the Northwest and South expressways similar to the median strip route in the Congress expressway.

There is a strong mutual dependence between the commercial core (the Loop and environs) and rapid transit, the report explains. Only the heavy concentration of commercial activity in the Loop and its surrounding 12 square miles justifies the present L-subway and suburban rail operations. No other area demands this rail service. Any further growth in rail transportation will be linked irrevocably with the growth in activity in the downtown business area.

The three volume report of the Chicago Area Transportation Study will form the basis for a major public decision on the future of local transportation.

With the scientific approach now possible, millions of dollars can be saved by providing transportation improvements as a staged program in accordance with a well conceived general plan.

Such long range planning minimizes the danger of building a facility today only to have it prove inadequate tomorrow. Such forethought also will prevent the waste of "crash" programs developed as an answer to public clamor after a transportation problem has been allowed by apathy to reach a critical stage.

This taking inventory is not a one-time program. As a part of the state division of highways, the Chicago Area Transportation Study will be a continuing project, taking stock of local transportation needs and guiding the planning for the future.

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The biggest canned meat plant in the world is now rising in Chicago . . . Libby's contribution to Chicago's fabulous future.

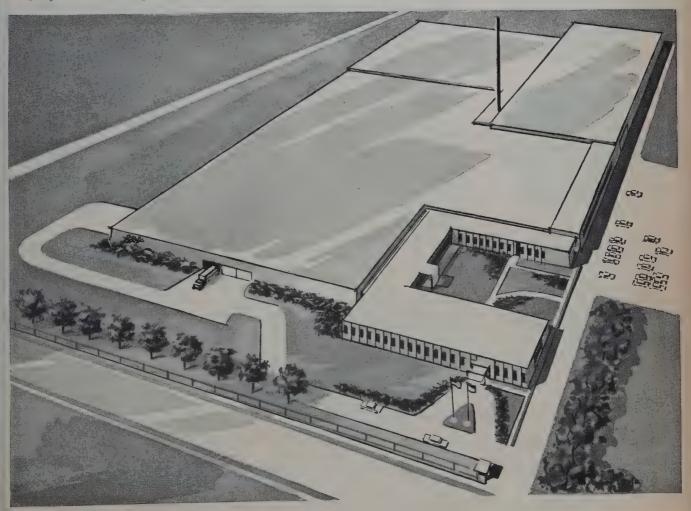
Here under one roof will be 14 acres of floor space ... the most ingenious of modern processing and canning equipment... plus latest facilities for can manufacturing. When this showplace begins producing in mid-1960, 80 Libby's canned meat and baby food products will be packed... millions of cases a year for shipment to Libby's customers at home and abroad.

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reduced export rate on grain from the Missouri Valley area to Chicago and other west bank Lake Michigan and Lake Superior ports was permitted to become effective by the Interstate Commerce Commission. The reduction, published in tariffs of the Chicago and North Western Railway and the Chicago, Milwaukee, St. Paul and Pacific Railroad effective January 25, averages about 17 per cent. The proposed rate was opposed by 17 other railroads who charged that the reduction was unwarranted and would curtail the movement of export grain to Gulf ports. The two proponent railroads, however, told the Commission that the reduction was necessary to offset the higher water rates on the St. Lawrence Seaway. Another action by the Commission was its refusal to suspend the cancellation of certain railroad tariff rules providing for the free transfer or interchange of cargo from cars to dock at Milwaukee, Green Bay and Manitowoc, Wisconsin. Similar tariff rules were not in effect at the Port of Chicago. At the hearing before the Western Trunk Lines Freight Traffic Managers Committee on December 1, the Chicago Association of Commerce and Industry urged that the discrimination against Chicago be removed, but that preferably this be done by extending the application of the rules to include the Port of Chicago.

• Motor Carrier Rate Increase in Illinois Allowed: The Illinois Commerce Commission has refused to suspend increases in motor carrier rates within Illinois published in tariffs of Illinois Intrastate Motor Carrier Rate and Tariff Bureau to become effective Monday, February I. Under the adjustment, class rates on shipments under 2,000 pounds and all less truckload commodity rates were increased 10 cents per 100

pounds. In addition, all accessorial charges were increased 10 per cent and minimum charges 50 cents.

• Winchell Elected Chairman of I.C.C. for 1960: Commissioner John H. Winchell has been elected chairman of the Interstate Commerce Commission for the year 1960. Effective January 1, 1960, the Commission's Organization of Divisions and Boards and Assignment of Work are as follows:

Division One-Motor Carrier Division - Commissioners Rupert L. Murphy (Chairman), Abe McGregor Goff and Clyde E. Herring.

Division Two – Rates, Tariffs and Valuation Division – Commissioners Howard G. Freas (Chairman), Donald P. McPherson, and Charles A. Webb.

Division Three – Rates, Service and Safety Division – Commissioners Anthony F. Aripaia (Chairman), Everett Hutchinson, and Charles A. Webb.

Division Four – Finance Division – Commissioners Kenneth H. Tuggle (Chairman), Laurence K. Walrath, and Abe McGregor Goff.

• I.C. and S.P. Railroads Seek Authority To Acquire Barge Line: The Illinois Central and Southern Pacific Railroads have filed an application with the Interstate Commerce Commission for authority to purchase the John I. Hay Co., a large barge line operating on the Mississippi and Illinois Rivers and the Gulf Intracoastal waterways. The railroads have announced that they intend to keep the barge line operating as a separate company under its present management. The purchase price of the Hay Company is \$9 million which will be shared equally by the I.C. and S.P.

• Central Area Motor Carriers Approve Rate Increase: A general



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- Complete list of U. S. postoffices and express offices together with rates and charges applicable from Chicago
- Domestic and foreign airmail service, information and rates
- Rail class rates from Chicago to every freight station
- Monthly bulletins showing on-time performance of merchandise cars operated from Chicago
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- · Foreign air freight service
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In highlighting a recent distribution conference the American Management Association pointed out that distribution—industry's 3rd largest cost of doing business—represents the last area of operations remaining for significant cost reduction.

To examine these guides phone or write: Norbert G. Hudoba, Transportation Division Chicago Association of Commerce and Industry, 30 West Monroe Street, Chicago 3, Illinois, FRanklin 2-7700

increase in motor carrier rates was approved by the Central Committee of Central States Motor Freight Bureau at its meeting in Chicago on January 12. The Committee adopted Docket No. 37260 which will increase all class and commodity rates 10 cents per 100 pounds on shipments weighing less than 2,000 pounds; 5 cents per 100 pounds on shipments weighing from 2,000 to 5,000 pounds; and 2 cents per 100 pounds on shipments weighing over 5,000 pounds, including truckload. The stated minimum charge amounts will be boosted 50 cents and all accessorial charges 10 per cent. The carriers, we have been advised, have agreed to meet with the Central Territory Traffic Conference in the near future to discuss the proposed increase and its relationship to their revenue requirements. The Conference is composed of shipper organizations located throughout Central territory.

• Court Denies Injunction Against Increased 4th Class Mail Rates: The Federal District Court for the District of Columbia denied an injunction to restrain the increases on 4th class mail rates on parcel post and catalogs from becoming effective on February I, 1960. The injunction was sought by the Parcel Post Association and three of its members. The increases, which were authorized by the Interstate Commerce Commission on November 20, 1959. will average 17.1 per cent and yield the Post Office Department about \$88 million additional revenue annually.

• F.M.B. Proposes To Require Water Carriers To File And Dis-tribute Tariffs: A notice of proposed rule making issued by the Federal Maritime Board would require common carriers by water to file and distribute to the public tariffs showing rates and charges for transporting export and import freight. Excepted would be cargo loaded and carried in bulk without mark or count. The notices were issued under No. 877, Filing of Freight Tariffs, and No. 878, Freight Tariffs - Public Distribution. Comments, in triplicate, may be filed with the Secretary of the F.M.B., Washington 25, D. C. on or before March 1, 1960.



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#### **Executive Hobbies**

(Continued from page 35)

cardinal rules is that all parts must be authentic.

Horticulture attracts several Chicagoland executives, but few attempt so difficult a task as raising orchids, the relaxation chosen by Herbert F. Bruning, president of Charles Bruning Company, Inc. Bruning, already a gardener, became interested in orchids some years ago through a friend who raised them in California. One of his pleasures in the flower, he says, is that most of them bloom in the winter when outdoor gardening is at a standstill.

Bruning built a greenhouse adjacent to his dining room, where a temperature of about 75 degrees and humidity of 60 to 80 per cent must be constantly maintained. To achieve this humidity he uses a fine atomizer spray daily and operates it manually "because otherwise it wouldn't be any fun."

#### Grows Difficult Varieties

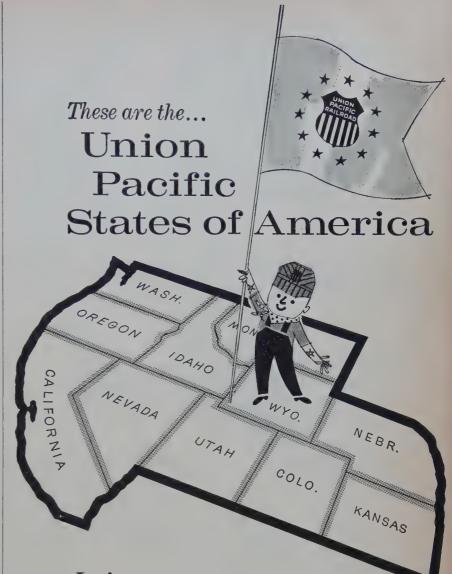
Bruning propagates many of his own plants by division, and adds zest to the venture by growing some of the most difficult varieties, such as yellow orchids. He finds his training in chemistry useful in controlling plant feeding, proper watering, etc.

Fishing and golf compete for his time, but Mrs. Bruning shares his pride in the orchids and assumes their care when he's away. Needless to say, the Bruning greenhouse is highly popular with friends and neighbors, who often are the recipients of its blooms. And Bruning's two sons had no corsage problems during their dating days.

As one Chicago hobbyist wrote of all others:

"Nothing brings out the diversity in people like their choices in recreation. At lunch in the average club it is hard to tell the businessmen apart. They dress alike, read the same newspapers, and hold the same prejudices. . . But make a composite study to show what they do on vacation, and they won't even seem to belong to the same race."

— Over My Shoulder, Clarence B. Randall.



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#### Here, There and Everywhere

(Continued from page 12)

an automobile has reached an alltime high.

Mileage payments to salesmen driving their own cars on company business reached a national average of 8.91 cents per mile this year. This represents a jump from a year ago, when the national average was 8.22 cents per mile. It is an increase of 15 per cent over 1957 when the national average was 7.72 cents per mile.

These facts were disclosed by A. J. Schoen, president of Wheels, Inc., Chicago, one of the nation's largest auto fleet leasing firms. Wheels' survey represents reports from 327 companies operating national, regional and local auto fleets ranging in size from 25 to 1,000 cars. Companies paying a flat rate and those paying rates on a sliding scale based on territory were both included.

For the first time, more companies paid 9 cents per mile than any other rate — 36 per cent. Eight cents was paid by 23 per cent of the companies studied.

#### **Buy American**

(Continued from page 21)

-sociology, anthropology, social psychology, etc. -- to specific business problems. By using opinion inventories, focused interviews, projective tests and other research techniques. the answer to the question "why do people act that way?" may be found. The result is a qualitative interpretation of the "why" of behavior, as distinguished from the market researcher's quantitative, or statistical count of how many people behaved in a certain manner in a certain situation. Knowledge of the "why" enables business to direct its efforts toward the most effective means of strengthening favorable attitudes and changing unfavorable ones.

Although the number of European specialists in motivation research is increasing, most of the work in this field is done by American organizations with foreign subsidiaries and affiliates. Social Research, Inc., for example, works abroad through Social Research International, Ltd., and its German

affiliate, the Institut fur Absatzpsychologie, in Hamburg.

Research in Western Europe has revealed some of the problems that must be solved by American companies hoping to participate in the vast opportunities of the Common Market.

Major problem areas can be categorized as (1) regionalism in products and consumer buying habits; (2) marketing techniques; (3) retailer attitudes toward consumer and supplier; (4) management-employe relations; and (5) attitudes toward imported goods.

Problems in the first three areas stem directly from historical and geographical fragmentation of markets. Even within a single country there are extraordinary differences between regions. These include differences in brand acceptance, tastes, packaging and attitudes toward new products.

#### Deep-seated Differences

The two World Wars and their upheavals, as well as regional histories, dialects, and prides have maintained separate units that are more obvious and deep-seated than comparable differences in this country between our New England, Deep South, or Southwest individualities.

Industrialization has tended to erase some of these differences, bringing about a closer approximation of what we consider mass markets, but the development of truly national (or even international) markets is still to come. Regionalism even reaches into the industrial world. Businessmen, of, say, Bavaria, are strongly rooted in their homeland.

The cigarette and beer industries of Germany are prime examples of regionalism in products. There are some 200 brands of cigarettes manufactured in Germany, of which only a handful are widely sold throughout the country.

There also seem to be regional differences in response to color and design in packaging. Some studies suggest that in northern Germany there is a better response to white and light-colored packages while dark colors do better in the south.

Taste in beer is equally fragmented, with many local breweries and few that sell on a national basis. The same, of course, is true of the "vin ordinaire" of France. Nor is regionalism in taste always confined to national boundaries. The people of Hamburg are fond of Danish beer, although they might be expected to remain loyal to German brands. The same is true of Danish poultry and milk products in northern Germany.

Other examples of regional preferences are found in clothing. The trench coat is extremely popular among men of the lower middle class in industrial areas of Germany while the same type of men in rural areas prefer a certain type of green

jacket. The Bavarian Lederhosen provides another obvious example.

Along with regional consumer preferences goes a conservative approach to anything new. Unlike the venturesome American housewife who will try anything once, even though she may not buy it again, the European woman is reluctant to test an unknown product. For this reason, frozen foods probably will have slow going even after freezers and freezer-type refrigerators come into more general use. Producers of so-called convenience foods of all types also will

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have to overcome the pride-in-homemaking factor that had to be surmounted before these products sold widely in the United States.

The multiplicity of regional products and tastes throughout Western Europe has been responsible for the slow growth of the chain store, supermarket, mail order house and other forms of mass distribution. But now that the change has begun, distribution methods are on the brink of revolution.

American-style supermarkets have created a sensation wherever they have appeared, but even they have encountered unexpected difficulties. The first store of its type in Milan, Italy, found that its potential customers stayed away because of the limited amount of money they had to spend – an average of \$1.65 per shopping trip. Motivation research revealed that the women were embarrassed to bring such small purchases to the cashier in the customary large shopping carts. The solution: smaller carts and hand baskets.

Along with the scarcity of national brands and mass distribution methods is the lack of mass advertising media. There are, as yet, no national commercial television networks and few national magazines, either consumer or trade.

This most certainly will be remedied as national brands become a reality. The Common Market probably even will bring about international media printed in several languages.

#### Media Are Regional

In the meantime, the American who wants to reach European markets through advertising must be reconciled to using regional media in key markets and giving up any idea of "saturation" campaigns. He also must be reconciled to stringent limitations on his ad copy. In Germany, for example, there are restrictions on claiming one brand is superior to others.

In the absence of chain stores, the manufacturer must place his products with thousands of small shopkeepers, all of whom have their own traditional ways of doing business

Salesmen for an American company introducing a new brand of a food product ran up against a typical situation. The shopkeepers claimed they had too many different brands as it was. And this claim grew out of (1) their resistance to something new and (2) lack of interest in providing customers with a wide variety of choices.

The consumer has been more passive than in the United States, generally accepting whatever is available without criticism or open complaint. Both shopkeepers and manufacturers have tended to ignore the consumer's desires and expected him to accept what they offered. He is expected to adjust to them rather than they to him.

Growth of competition will change this situation, but it must be taken into consideration in attempting to develop new markets.

In the management-employe area of doing business abroad other atti-



tudes come to the fore. One common difficulty is the "Santa Claus" role into which American companies are cast by Europeans hired to manage foreign branches. The local people have the idea that the U. S. company will pump in unlimited funds without regard to how they are being spent.

However, attitudes towards foreign companies and products seem to be shifting rapidly. There is need for careful study to determine just how a new company or its products will

be received.

A large American corporation employed three German executives for its German processing and retail distribution operation. Even though the company had only spotty distribution — about five per cent of the possible retail outlets — the German managers plunged into an extensive advertising campaign covering every possible region.

The managers also maintained headquarters in their own home city, which was not a major consumer market and which was 200 miles from the processing plant. Sales offices were in still a third city.

#### Parent Intervened

The American parent company finally sent in some of its own executives to change the headquarters situation and cut the advertising programs to sensible proportions. It will take this company at least a year to recover from effects of its reliance on men who were unfamiliar with the realities of distribution and marketing — and who counted on "Santa Claus" to finance their grandiose ideas.

The difficulty of finding competent business executives is complicated by the fact that European universities have been slow to offer middle-management training. Interest is growing, however, and the Harvard Business School is setting up an executive training course overseas that will serve as a model for other European universities.

Part of the delay in university orientation toward business problems stems from dislocations suffered by European universities during World War II.

On the employe-relations side, there always is danger of running counter to underlying motives that

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c/o Commerce Magazine, 30 W. Monroe St., Chicago 2, III. influence behavior. An American manager of a manufacturing plant noticed that the men on a certain dirty operation wore white uniforms, which were company-supplied and company-laundered. The manager decreed that these men should wear dark uniforms—and morale and production went into an immediate decline. White uniforms were a distinct status symbol to the men, who considered themselves demoted in their own eyes and in the eyes of their fellow-workers.

Workmen and white collar people in Europe are much more concerned with status symbols of all types—minor titles, clothing, work hours, etc.—than are their opposite numbers in this country.

#### Job Security Emphasized

There also is much greater emphasis on job security. Middle management people consider themselves almost as civil servants whose jobs are guaranteed. The U. S. company that makes middle management changes readily for reasons of poor performance can wreck the morale of a European operation by dismissing people who thought they had tenure.

People on lower rungs of the industrial ladder are protected by employe counsels which serve as grievance committees. These counsels are not connected with the unions, which bargain on wages and hours on a broad industry basis and are not concerned with local grievances.

Attitudes toward imported goods are conflicting, as, indeed, they are in this country. Imported goods are favored by some because of glamor and snob appeal, rejected by others on the basis of strong national and regional loyalties. However, significant discrimination against imports, whatever their source, will fast disappear under the impact of the Common Market.

The next 20 years will see an almost unbelievable break-down in the regionalism of products, attitudes and buying habits under the impact of mass marketing techniques. And the breakdown will be hastened by American corporations which combine enthusiasm for new market potentials with guidance from the social sciences in solving the problems of different traditions and cultures.

#### Census-Business Bonanza

(Continued from page 23)

available; it was issued in December, 1952. The P-E bulletins didn't start appearing until August, 1953, more than three years after completion of the count.

This time, the bulletins (the P-B series) are scheduled to be published between November, 1960 and December, 1961; the P-C series will start coming out 11 months (instead of 19 months) after completion of the count, and the special reports (P-E series) will appear about a year sooner.

There will be a similar speedup in the publications of the other censuses. The final reports on the housing enumeration are scheduled to appear in December, 1961. Last time, some tabulations weren't available until three years after the census takers had made their last calls. Some data from the censuses of business, manufacturers, and mineral industries, all of which were compiled in 1959, is already out. Officials plan to wind up the latter two by the end of this year; the reports of wholesale and retail trade will be completed by June, 1961.

#### Electronic Brains

Electronic brains are responsible for much of the increase in efficiency. To process the 1960 population and housing censuses, the bureau is using four gigantic UNIVAC 1105s. Two are located at bureau headquarters just outside Washington, another is at Illinois Institute of Technology, and the fourth is at the University of North Carolina, Chapel Hill, N. C.

Essentially, the census consists of two questionnaires. One will be answered by every U. S. resident, the other by about 25% of the inhabitants. The computer will tally all of the data on three of the 100% questionnaires in approximately a quarter of a second. In this space of time, it will sense some 400 different categories of information.

Census forms will be converted into computer input by "FOSDIC." The letters stand for "Film Optical Sensing Device for Input to Computers." Essentially, FOSDIC is a photo-electronic device which scans

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Federal Barge Lines has acquired control of Gulf Canal Line, a common carrier barge line with headquarters in Houston.

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The most noteworthy improvement in the current population and housing enumerations, as far as businessmen are concerned, is the fact that census tract data will be presented for virtually every city in the country with a population of 50,000 or more, and for every standard metropolitan area containing 100,000 or more residents. Essentially, census tracts are small urban areas with unchanging physical boundaries and populations that are homogeneous as far as social, economic, and housing characteristics are concerned. Each tract, in effect, is a neighborhood. The information tabulated for these subdivisions is more valuable to most census users than any other.

#### Shopping Center Data

The new census of business will present, for the first time, data on the major shopping districts located outside the downtown areas of Chicago and other large cities. These tabulations should enable local retailers and wholesalers to measure the competitive struggle between the Loop and the outlying areas much more precisely than has been possible before.

A significant new wrinkle in the census of manufactures is a tabulation of sales by class of customer for groups of products. There will also be expanded coverage of materials consumption, and a series of special reports on the location of manufacturing establishments by industry, employment, size, state and county, which should be of tremendous help to marketers of industrial products.

The questionaire being used for the population census this time includes a few major changes and several minor ones. Every employed worker will be asked where he works (city and county) and the type of transportation he uses to reach the job. This is an area the census taker has never explored be-

fore. The length of time each person has been living at his present address, and the place from which he moved (if the move occurred after Jan. 1, 1954) will be shown in greater detail than the comparable 1950 data. School attendance figures for persons 30 to 34 will be published, as well as statistics on the number of individuals who have completed graduate work. There will also be a breakdown of the public and private school popula-

Manufacturers of trailers, air conditioners, home food freezers, clothes washers and dryers should all find the new housing census particularly valuable; ownership of these products is being included in the enumeration for the first time. The number of autos possessed by each family, the number of bathrooms, and the presence or absence of a basement, and a telephone, are also being tabulated. Major items being dropped from the housing census are queries on the number of kitchen sinks and refrigerators, the presence of electric lighting, and the mortgage status of owner-occupied homes.

#### New Classification

In 1950, all dwelling units were classified as either "dilapidated" or "not dilapidated." This time, all dwellings that aren't "dilapidated" will be recorded as either "sound" or "deteriorating."

In 1956, the census bureau analyzed the housing inventory on a sample basis in nine metropolitan areas (including Chicago). The result was a study (known as "The National Housing Inventory") which showed how many dwelling units had been converted into smaller homes and merged into larger ones, how many had been added to the existing supply, and how many had remained unchanged since 1950. This year, data on the same nine metropolitan areas will be collected, plus eight others, and changes since 1950 and 1956 will be tabulated. Although primarily of interest to urban renewal experts, the "Components of Change" study will also be useful to many manufacturers of building products, appliances, and home furnishings.

As in the past, special census reports will be available on a fee basis, MANAGEMENT

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to firms that request them. You can, for example, get cross-tabulation of data which is not correlated in the published census. Also, the bureau will be happy to pull together and summarize data on groups of areas which are described individually in the regular reports —e. g. certain of the census tracts in a given city, or selected counties in different states. No requests for special tabulations can be handled until 1962 at the earliest.

Sampling will be used to a much greater extent in both the population and housing censuses than it ever has before. In fact, the only population questions to be asked of everyone are those relating to age, color, sex, relationship to head of family, and marital status. The remaining data will be based on a 25% sample.

#### Number of Respondents

Nine of the 31 housing questions to be asked in large cities, and three of the 33 queries for other areas, will be answered by every household. Most of the remainder will be tabulated for one in four families. The statistics on appliances will be based on a five percent sample.

Mail questionaires represent another methodological innovation. The 100% forms will be delivered by the postman during the first week in April, and the family will be asked to fill it out before the enumerator arrives a week to ten days later. At every fourth household, she (the bulk of censustakers are women) will leave the sample form, which is to be mailed back after the family completes it.

In 1950, the enumerator brought the form with her, and entered all the answers during the interview. The change in procedure is expected to increase the quality of the information obtained (by giving respondents more time to answer), and reduce the average time required for each census interview by about one-third, from 15 to 10 minutes.

This time-saving, plus the greater use of sampling, and of electronic data-processing equipment, are scheduled to shave an estimated 10% from the cost of the population and housing censuses. Even so, the tab will come to about \$120 million.

## Stop me...lf...



Wife to husband at party: "Melvin, don't you take another drink. Your face is already getting blurred.'

A gentleman is one who holds the door open while his wife carries in the groceries.

Husband: "Where is all the grocery

money going that I give you?"
Wife: "Stand sideways and lo "Stand sideways and look in the mirror."

Boy: "In the old days did the knights

fight with battle-axes?"

Father: "Well, the married ones did."

A floor walker, tired of his job, gave it up and joined the police force. Several months later a friend asked him how he liked being a policeman. "Well," he replied, "the pay and the hours are good, but what I like best of all is that the customer is always wrong."

An ironworker was nonchalantly walking the beams high above the street on a new skyscraper, while the pneumatic hammers made a nerve-jangling racket, and the compressor below shook the whole steel structure.

When he came down, a man who'd been watching him tapped his shoulder. "I was amazed at your calmness up there; how did you happen to go to work on a job like this?

Said the other, "I used to drive a school bus, but my nerves gave out."

A young son asked his father, "Dad, what is a financial genius?" "A financial genius, my boy," replied the parent thoughtfully, "is a man who can pay his Christmas bills in January.'

A drunk was sitting at the bar, busily scribbling figures on a piece of paper. The bartender was curious and asked him

what he was doing.
"Well, itsh like thish," said the lush. "My wife ish on a diet and she tol' me she'sh losing four pounds a week. She did weigh 168 and if my figures are correct, I'll be rid of her completely in 14 months."

Bill had just returned to his home in Brooklyn from a vacation in Texas. He

greeted his wife by giving her several mink coats, five cadillacs, and scads of money.

"How in the world did you get all these things?" she demanded.

"Shucks, honey, it was easy. I was in Houston, during Halloween and went out playing tricks or treat.'

A frowning woman walked up to a little boy she caught smoking.

"Does your mother know you smoke?"

she demanded.

"Lady," he countered, "does your husband know you stop and talk to strange men on the street?"

The colonel insisted that his cook serve a domestic, corn-fed turkey for Thanks-giving—no wild fowl. Came the day and the colonel cut into a beautiful, doneto-perfection bird, frowned, cut again and said to his cook, "Didn't I tell you I wanted a domestic bird?"

"Yah, suh, dat's domestic, corn-fed fowl." "Well, what about this shot I'm finding?" The cook shuffled from one foot to the other. "Dat shot, colonel, suh, was meant

A friend of the family inquired about the baby.

"Can he talk yet Tim?", he asked a six-

year-old brother.
"You betcha," came the answer. "Now we're training him to keep quiet."

"And how is the lawyer this morning?" "Poor fellow, he's lying at death's door." "That's grit for you-at death's door and still lying."

Sailor: "Your eyes fascinate me-they're beautiful. I can see dew in them."
Chick: "Take it easy, son. That ain't do

-that's don't."

Secrétary: "Your wife wants to kiss you over the phone."

Busy Executive: "Take the message and give it to me later."

Personnel director No. 1: "John Jones lists your firm as a reference.

Personnel director No. 2: "He worked for us one week and we were satisfied.'

It was springtime in England, and the Brooklynite visiting a London park was overwhelmed by the number of sparrows milling about the lawns. He tapped lightly on the shoulder of the Englishman standing next to him.

"Hey, Mac, didya ever see so many boids?"

"My good man," said the Englishman with a reproachful look, "those are not Boids,' they're 'Birds.'"

The Brooklynite scratched his head thoughtfully. "Dat's funny," he mumbled, "dey choips just like boids."

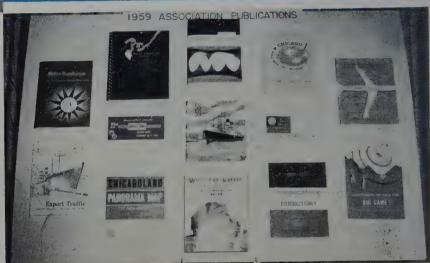


On the other hand, what we are really after is a man who can pull the bowling team out of last place.



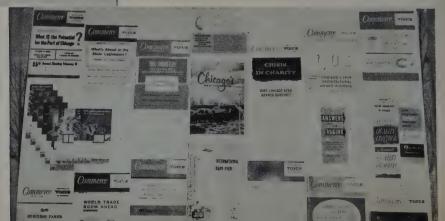
# ASSOCIATION PHOTOGRAPHED IN ACTION

Alf L. Bergerud (left), President of Red Owl Stores, Inc., meets with Association Director A. Newel Rumpf, Vice President, Harris Trust and Savings Bank. Bergerud was a guest of the Board of Directors and spoke of Red Owl's plans of future expansion. Red Owl has opened three stores in the Chicago area and currently operates 165 corporate stores and 511 agency stores in nine states north and west of Chicago.





Pictured above, left and below are some of the 103 printed publications the Association distributed to members during 1959.





New Association Directors are welcomed to the year's first board meeting by President Paul W. Goodrich (second from left). They are (left to right) Arthur C. Nielsen, Jr., President, A. C. Nielsen Company; Paul C. Raymond, Vice President, American National Bank and Trust Company and Frank F. Smith, Jr., President, Inland Steel Company.

Members of the Industrial Development Committee, on a field trip, visit the Automatic Electric Company plant at Northlake, Illinois.





Frank Flick, President, Flick-Reedy Corporation, Bensenville (left), and officers of the DuPage County Industrial Development Committee. They are (left to right) L. E. Pierron, Chairman; C. H. Cress, Vice Chairman, and Charles Willson, Secretary of the DuPage Committee and Director of the Association's Industrial Development Division. The new committee held its initial meeting of 1960 at the Flick-Reedy plant.

Japan's Prime Minister Nobusuke Kishi is greeted at Midway Airport by Association Director Bert R. Prall, Chairman of the Federal Reserve Bank of Chicago. Kishi paused in Chicago before returning to Japan following his visit with President Eisenhower. With them is Takeo Ozawa (center), Consul General of Japan.



#### U. S. CHAMBER PRESIDENT TO ADDRESS 23RD CHICAGO WORLD TRADE CONFERENCE



Erwin D. Canham, President, United States Chamber of Commerce

Erwin D. Canham, President of the United States Chamber of Commerce and Editor of the Christian Science Monitor, will be the keynote speaker at the opening luncheon of the 23rd Chicago World Trade Conference on Wednesday, March 9, in the Palmer House.

Sponsored jointly by the Association and the International Trade Club of Chicago, the two day Conference (March 9-10) is expected to attract more than 1,000 participants from all parts of the United States and abroad. It is presented annually to stimulate world trade activity by Chicago area firms and to focus attention on Chicago as a center of world trade and transportation.

Leslie H. Dreyer, Vice President of the Association's World Trade Division and Vice President of the First National Bank of Chicago, is Chairman of the Conference. Earl A. Denton, President of the International Trade Club of Chicago and President of Earl A. Denton and Company, is Vice Chairman.

Canham will open the conference at the Wednesday luncheon meeting. His topic is: "The United States in a Changing World Economy." The first general session will follow Canham's address. Four talks will be given by international authorities in the field of world trade and foreign economic policy.

Thursday's program will include a general morning session devoted to further discussions of topics of interest to foreign trades, a luncheon meeting and World Trade Forum in the afternoon. The Conference will conclude with a dinner meeting featuring another major address.

Keynoter Canham is one of the nation's leading journalists and public speakers. He is the 32nd President of the Chamber of Commerce of the United States.

#### Organize New Secondary Airport Committee

Metropolitan Chicago's rapid decline in secondary airports despite the tremendous growth in aviation activity has resulted in the organization of the Chicagoland Secondary Airport and Heliport Committee, which met February 3 for the first time.

The Department of Aeronautics of the State of Illinois and the Northeastern Illinois Metropolitan Area Planning Commission are cooperating with the Association in organizing the new committee. Its purpose is to draft a program aimed at assuring adequate secondary airports and heliports for this area and to enlist the aid of local interests to make specific recommendations for solutions to existing problems.

A secondary airport or heliport

is defined as one which primarily serves general aviation, consisting of business aircraft, sales, training and service. Business aircraft include all private or corporate owned aircraft which are used mainly for transporting their own personnel in pursuit of business affairs.

Attending the organization meeting were representatives of cities, counties, municipalities, planning commissions, chambers of commerce, aviation trade associations, state legislators, State of Indiana Department of Aeronautics and other groups having special aviation interests.

Marion G. Hocker, Manager of the United States Aviation Underwriters Chicago office presided at the meeting. Paul Opperman, Executive Director, Northeastern Illinois Metropolitan Area Planning Commission, spoke of the need for adequate secondary airport and heliport planning in Metropolitan Chicago. Norman Bird, Chief Engineer for the Department of Aeronautics, State of Illinois, explained the State's role in airport planning.

Robert Aldrich, Executive Director of the Minneapolis-St. Paul Metropolitan Airports Commission explained action taken in the twin cities area to provide adequate secondary airport facilities.

Thomas H. Coulter, Association Chief Executive Officer, underlined importance of the problem, basing his remarks on a report by the Association's Aviation Committee which long has studied the situation.



Henry Kearns (right), Assistant Secretary of Commerce for International Affairs, is brought up-to-date on Association activities. "Chicago's Operation Export" is explained by Robert Cunningham (left), Director of Public Relations, and Robert L. Bean, Director of World Trade.

Heading the list of supporters of "Chicago's Operation Export" project (seated, left to right) John A. Miguel, Jr., Vice President, Export, Zenith Sales Corp.; Thomas H. Coulter; Leslie H. Dreyer, Vice President of the World Trade Division and Vice President of the First National Bank of Chicago; and Jack L. Camp, Vice President, Foreign Operations, International Harvester Company. Standing are Robert E. Hartke (left), Manager, Wm. H. Muller Shipping Corporation, and Fred J. Fabish, Vice President, International Packers, Ltd.



The United States Pavilion in Vienna, where the "Chicago World Trade Center" exhibit, will be on display, is viewed by (left to right) Clarence B. Randall, Advisor to President Eisenhower on foreign economic policy and retired Board Chairman of Inland Steel Company, Thomas H. Coulter, Leslie H. Dreyer, Vice President, World Trade Division and Vice President, First National Bank of Chicago in charge of International Banking Department, and Guenther Gruber, Austrian Trade delegate for the Midwest in Chicago. The group presided at a press conference where "Chicago's Operation Export" was announced.



#### CHICAGO'S Operation Export LAUNCHED

The Association-sponsored "Operation Export", announced in a special article by Chief Executive Officer Thomas H. Coulter in the January issue of COMMERCE, has been launched with widespread coverage by news media.

Representatives of the new project are calling on Metropolitan Chicago executives, urging participation in "Operation Export" which is designed to carry the "Made in Chicago" label into the world's market places.

Coulter has announced that "Operation Export's" traveling exhibit of Chicago products will be unveiled at the Vienna International Trade Fair September 4. The exhibit will occupy approximately half

of the American pavilion's space.

At a crowded press conference called for the purpose of announcing the project, Clarence B. Randall, Advisor to President Eisenhower on Foreign Economic Policy and retired Chairman of the Board, Inland Steel Company, said:

"It is imperative that United States manufacturers intensify their sales efforts to create an awareness in overseas markets that American goods are for sale. In this way, American industry can develop not only better trade relations but better political and cultural understanding.

"Wherever the Chicago Association of Commerce and Industry goes with this new effort, it will be carrying the flag of the United States and carrying it worthily. And underneath all of the economic purposes that all of us so rightly pursue, there must always be the ultimate endeavor of bringing the Nations of the Free World into a new family of peaceful nations."

Coulter pointed out at the press conference that "Operation Export" is an integrated, multi-pronged plan utilizing the vast resources and experience of the Association to promote export trade. It is the perfect complement to the Chicago International Trade Fair inaugurated by the Association to focus attention on Chicago's many advantages as a world trade, transportation and distribution center.

# Calendar of Association Events

Feb. 16	Membership Luncheon Meeting; James Tobin, President, Wieboldt Stores Inc., Host.	Association Conference Room 12:15 p.m.
Feb. 17	Membership Luncheon Meeting; Marvin G. Probst, President, Graham, Anderson, Probst & White Co., Host.	Association Conference Room 12:15 p.m.
Feb. 17	Health-In-Industry Committee Meeting.	Association Conference Room 2:15 p.m.
Feb. 18	Fire Prevention Illustration Scholarship Presentation; Elmer Reske, Chairman of Fire Prevention Committee.	Association Conference Room 10:00 a.m.
eb. 18, 25, Iarch 3, 10, and 17	Illinois Committee Luncheon Meeting; Larry C. Schumaker, Chairman.	Association Conference Room 12:00 p.m.
Feb. 18	Industrial Development Committee Meeting; C. J. McLean, Speaker, "Water Supply in Metropolitan Chicago."	University Club 12:15 p.m.
Feb. 18 March 17	Junior Co-Ordinating Committee Meeting.	Swedish Club 12:15 p.m.
Feb. 18, 25, Iarch 3, 10, and 17	Practical Politics Workshop V.	Association Conference Room 3:30 p.m.
Feb. 23	Membership Luncheon Meeting; Herbert L. Taylor, Host, FitzSimons, Connell, Dredge and Dock Company.	Association Conference Room 12:15 p.m.
Feb. 24	Membership Luncheon Meeting; George F. Bard, President, Kelso Burnett Co.	Association Conference Room 12:15 p.m.
Feb. 25	Aviation Committee Meeting; Speaker: Alderman John E. Egan, "Chicago's Future Plans for Its Airports."	Traffic Club, Palmer House 12:00 p.m.
Feb. 26	Japanese Chugoku Regional Economic Development Study Group.	Association Conference Room 9:30 a.m.
March 2	Education Committee Meeting.	Association Conference Room 3:00 p.m.
March 3	Industrial Traffic Council Meeting.	Traffic Club Palmer House 12:15 p.m.
March 7	Sales-Marketing Executives of Chicago; Chairman: Ivan Harris.	Grand Ballroom Morrison Hotel 12:00 p.m.
March 9, and 10	23rd Chicago World Trade Conference. Keynote Speaker: Erwin D. Canham, President, U. S. Chamber of Commerce and Publisher, Christian Science Monitor.	Palmer House
March 9	Membership Luncheon Meeting; Charles S. Bridges, Host, Libby, McNeill & Libby Co.	Association Conference Room 12:15 p.m.
March 15	Membership Luncheon Meeting; Glenn A. Lloyd, Partner, Bell, Bell, Boyd, Marshall and Lloyd.	Association Conference Room 12:15 p.m.
March 15	Northern Illinois Home Builders Association; Speaking: Charles F. Willson.	6:30 p.m.
March 16	Community and Suburban Chambers of Commerce Meeting: Thomas H. Coulter, Chairman.	Association Conference Room 12:15 p.m.
June 20- July 25	Chicago International Trade Fair.	Navy Pier
June 27-28	World Marketing Conference.	Sherman Hotel

#### Mayor, Civic Leaders Address Annual Meeting

Mayor Richard J. Daley joined with six outstanding business leaders of Metropolitan Chicago to forecast the area's future at the 56th Annual meeting of the Association February 10 in the Grand Ballroom of the Palmer House.

Four past presidents of the Association, whose years of community service have spanned the last two decades, looked at the future for industry, wholesale and retail trade, the suburbs and the central area.

Mayor Daley told of the civic improvements planned for Chicago and the City's place in an ever-expanding Metropolitan Area.

The Association's present and future plans were discussed by Association President Paul W. Goodrich and Association Chief Executive Officer Thomas H. Coulter.

Joseph L. Block, Association President in 1957 and 1958 and Chairman of Inland Steel Company said: "Industrial growth should be fabulous in the 1960's. And it will be, too, if necessary action is taken on the national level to keep American industry strong and competitive and on the local level to keep our community attractive and desirable as a place in which to live and to work.

John W. Evers, Director of Commonwealth Edison Company and Association President in 1955 and 1956 spoke of the accelerating growth and expansion of the suburban areas.

Holman D. Pettibone, Director of the Chicago Title and Trust Company and Association President in 1943 and 1944 forecast tremendous changes and improvements in the Central Area by the year 1970.

Oscar G. Mayer, Chairman of Oscar Mayer and Company, Inc. and President of the Association in 1938, 1939 and 1940 outlined developments in retail and wholesale trade and forecast future spending on commercial activity at a high level in the decade ahead.

New officers and directors of the Association formally took office at the Annual luncheon meeting.

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# CHICAGO ASSOCIATION OF COMMERCE AND INDUSTRY



1959 · CHICAGOLAND PROGRESS REPORT

960 · COMMITTEE DIRECTORY

#### METROPOLITAN CHICAGO



This is the area served by the

Chicago Association of Commerce and Industry

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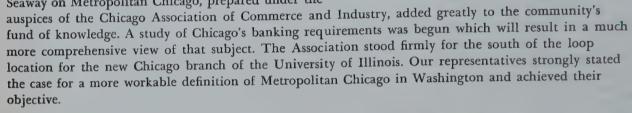
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#### President's Message

At the annual meeting of the United States Chamber of Commerce in 1959, the Chicago Association of Commerce and Industry received the National Program of Work award for large cities for its program of the preceding year.

It is a real challenge to equal that record, but last year the officers, directors, committee members and staff did much to make Metropolitan Chicago a better place in which to live and work.

What specifically? Here are a few projects which were consummated or programs which were inaugurated during the year just passed. The first Chicago International Trade Fair was extremely successful, as was the World Marketing Conference. A study of the impact of the St. Lawrence Seaway on Metropolitan Chicago, prepared under the



Courses in Practical Politics were begun and are continuing. Although the Association has never engaged in partisan political activity, the enthusiastic reception of these courses makes it clear that members and member groups are eager to broaden their knowledge of politics so that informed businessmen can more efficiently work for a political climate favorable to business.

Looming ever larger in Chicago's future is the question regarding mass transportation. Many new expressways have been opened in Metropolitan Chicago within the last few years and many more will be opened in the near future. But highways, as important as they are, cannot solve this problem as has been dramatically proved in many other cities of the nation.

The Association's mass transportation committee, formed only a little more than a year ago, includes within its membership men who are outstanding in this field. They have worked long and hard to collect data which will enable them to reach conclusions beneficial to Metropolitan Chicago. In 1960, this groundwork will implement action by the Association.

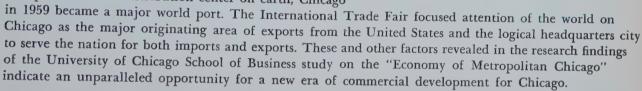
During this coming year, active participation of our membership will be needed to support substantive long range plans so that sound solutions in Chicago's mass transportation problems will be developed.

Paul W. Goodrich

#### The Preface

Nineteen fifty-nine climaxed for Chicago the greatest decade of industrial development in the history of any metropolitan area. Commercial building in the central business district also assumed record proportions for any single year with almost \$250 million in new structures announced. The broadened economic base of all forms of commerce and industry established in the past ten years gave promise that the next ten can be the decade of the century.

As we face the most promising future in the history of the world for both peace and prosperity, Metropolitan Chicago is especially well endowed to capitalize on U. S. opportunities for growth and progress. Already the largest transportation and distribution center on earth, Chicago



Because manufacturing is becoming a less sizeable source of employment opportunity for America's growing millions of job seekers, new emphasis must be placed on developing other careers in the years immediately ahead. The rapid expansion of all kinds of research activity, product development, education and new business, professional and personal services will provide the bulk of the new job opportunities in the next decade.

As the leading industrial, transportation, distribution and research center of the United States, with outstanding resources in its educational institutions to train its people, Metropolitan Chicago is well equipped to meet the changing needs of the nation. These changes will be reflected in dramatic increases in the number of white collar workers, engineers, technicians, and sales, clerical, social and government workers employed in Metropolitan Chicago. The new Federal office building, Chicago Branch of the University of Illinois, Chicago Civic Center, International Trade Building, Hartford and United Insurance buildings and numbers of other office buildings, and research laboratories recently announced or under construction presage the new trend. Corollary developments are reflected in large apartment projects like Marina City designed to house the new workers, many of whom will be located in the central business district of the city.

To evaluate the growing needs of Metropolitan Chicago in the rapidly changing times we now face, and to take action on the opportunities for progress that will be presented, will require inspiring and decisive leadership from commerce and industry.

As the largest metropolitan chamber of commerce in the United States, this Association's officers, directors and staff are prepared to conduct the research, develop the programs and initiate the action necessary to implement that leadership. Thanks to the financial support and active participation of the Association's membership in its programs, commerce and industry of Metropolitan Chicago can look forward to the next decade with optimism and confidence.

CHIEF EXECUTIVE OFFICER



As a result of enlarged membership and increased financial support of the Association's activities, many substantive changes and improvements in operation were made possible in 1959. The number of personnel was increased so that service to members was improved. A number of new activities were added, including the Association's course in "Practical Politics for Businessmen" and an enlarged program of research in the areas of foreign trade, mass transportation, industrial development, business statistics and the economy of Metropolitan Chicago.

New promotion programs in commercial and industrial development and world trade were climaxed during the

meetings related to business and civic problems were attended by 45,259 persons. This required two or three meetings every working day of the year that were attended on the average of 176 to 264 businessmen.

During the year staff members made 126 speeches before various organizations and groups with attendance of 8,700 persons. Total meetings sponsored by the Association numbered 685 with attendance of 53,959.

In addition to this activity, the Association's staff handled 330,354 requests for service by telephone or mail and received 20,729 visitors at the Association offices. The staff handled a total of 1,355 requests per day.

Reflecting increased member participation, the Association, for the fourth successive year, reached a new high record of membership and revenue. As Metropolitan Chicago grows apace, more services will be needed to meet new problems and opportunities and more members will be required to lead and finance new and enlarged programs of work. With this objective in view, the Association maintains a continuous program of new member development that has been very successful in recent years

Because the Association has outgrown its present quarters in the Inland Steel Building, the Publication Division and part of the International Fair staff will

# Administration

Chicago International Trade Fair which was widely acclaimed. The Association sponsored a St. Lawrence Seaway cruise to Montreal for the opening ceremonies of the Seaway attended by President Eisenhower and Queen Elizabeth. The Queen then sailed to Chicago on the royal yacht *Britannia* to visit the International Trade Fair, escorted by ships of the Royal Navy. The United States Navy also sent 28 warships to Chicago for the opening of the Trade Fair. The visit of the Queen and the Navy climaxed Chicago's greatest civic activity over the Fourth of July weekend when millions lined Chicago's lakefront to view the celebration.

The Fair attracted the largest indoor attendance in the history of the United States and created world-wide attention for Chicago as a major international port and new world center of trade and transportation. As a feature of the Fair the Association also sponsored a World Marketing Conference which attracted participants from many foreign countries.

While special events were attracting international acclaim, the Association's 47 committees were hard at work on the everyday basic problems of the community that are the real substance of the Association's program of work. The accomplishments of these committees and their objectives for the future are the principal subject of this annual report.

Committee activity in 1959 again showed a remarkable increase over the previous year and manifested heightened interest in the importance of the Association's objectives to community improvement. During 1959, 560 committee

move into new quarters in the Majestic Building next door this year.

To provide effective leadership, it is essential that the Association carry on a continuing program of research on the changing needs and opportunities of Metropolitan Chicago. The need for research will rapidly increase in keeping with community growth in the next few years. Mass transportation, as an example, is one critical are that requires top priority in the immediate future. Another is coordinated planning and construction of housing along with new commercial and industrial development so that Metropolitan Chicago will be an attractive place in which to work and to live. Additions to staff this year in the Divisions of Mass Transportation Community Development, Industrial Development and World Trade will greatly strengthen the Association's contribution to solutions in these areas. Among the new projects is "Operation Export," a program designed to help more Chicago companies enter foreign trade.

For the unprecedented success of the 1959 program, unusual credit is due the Association's officers, directors, committee chairmen and more than 3,000 committee members whose volunteer efforts freely contributed millions of dollars of time to a great variety of projects. President Goodrich deserves a special tribute because of the unusual demands on his time occasioned by all the special events and visits of foreign dignitaries during 195. Thanks also are due to the members of the Association Staff whose knowledge in their respective fields of specialization has been so helpful to the volunteer organization in researching the facts upon which Association policy is developed and action taken.



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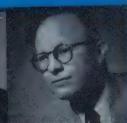
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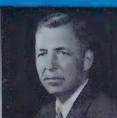
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RAndolph 7-3021

# 1960 plan of Organization

MEMBERS OF THE CHICAGO ASSOCIATION OF COMMERCE AND INDUSTRY

# DVILANIMON COMMITTEE

Nominates Officers and Directors

Joseph L. Block CHAIRMAN

THE BOARD OF DIRECTORS AND SENIOR COUNCIL PRESIDENT

Paul W. Goodrich

CHIEF EXECUTIVE OFFICER

\*\*\*\*\*\*\*\*\*\*\*\*\*\*

Thomas H. Coulter

## COMMITTEE POLICY

Association policy. Prepares budget Advises and counsels President

Paul W. Goodrich CHAIRMAN

## George L. Irvine VICE PRESIDENT FOR TRANSPORTATION

Develops adequate and efficient transportation at reasonable rates for Chicago Metropolitan Area carriers and shippers.

- Transportation Committee
  - Industrial Traffic Council
    - Aviation Committee
- Great Lakes-St. Lawrence Seaway Section-Inland Waterways Marbors and Waterways
- Local Cartage Committee
- Cartage Theft Committee
  - Postal Committee
- Calumet Sag Channel Committee
  - Mass Transportation Committee

TRANSPORTATION DIVISION A. H. Schwietert DIRECTOR

# INDUSTRIAL DEVELOPMENT VICE PRESIDENT FOR

a manufacturing center; works for improvements which make the Chicago area Promotes Chicago Metropolitan Area as

- Industrial Development
- **DuPage County Industrial Development Committee**

Charles F. Willson DIVISION DIRECTOR

## NDUSTRIAL DEVELOPMENT more desirable for manufacturing. Thomas G. Ayers Committee

John K. Langum VICE PRESIDENT FOR BUSINESS RESEARCH AND STATISTICS

consultation at Headquarters; maintains a business reference library; conducts Provides information services for members through meetings, bulletins, and surveys and compiles statistics on the Chicago Metropolitan Area.

- Business Research and Statistics Committee
  - Finance Committee
- Research Clearing House Committee
- Metropolitan Banking Study

BUSINESS RESEARCH AND STATISTICS DIVISION Der Ver Sholes DIRECTOR

# COMMERCIAL DEVELOPMENT VICE PRESIDENT FOR

Ferd Kramer

works for improvements which make the Chicago area more desirable for comcenter for wholesale and retail trade; merce; promotes visitor, vacation, trade show and convention trade. Conducts Promotes Chicago Metropolitan Area as business forums.

- Commercial Development Committee
- Visitors Bureau Committee
- Agricultural Council
  - Business Forums

COMMERCIAL DEVELOPMENT Paul W. Kunning DIVISION DIRECTOR

## Leslie H. Dreyer VICE PRESIDENT FOR WORLD TRADE

Promotes trade between Chicago Metropolitan Area and other countries; provides services to facilitate world trade; works for improvements which will increase world trade; stages World Trade Conference annually.

- World Trade Committee
- Canadian-American Trade and Industry Committee
  - Chicago's Operation Export

WORLD TRADE DIVISION Robert L. Bean DIRECTOR

REVENUE AND MEMBERSHIP Edward C. Logelin VICE PRESIDENT FOR

and revenue program to meet the Association's financial needs. Conducts membership meetings to describe program of professions in the Association's member-Determines an equitable dues structure work and services provided by the Association and assure broad representation of all types and sizes of business and

 Revenue and Membership Committee

MEMBERSHIP DIVISION Richard Boyd REVENUE AND DIRECTOR

DOERNMENIAL AFFAIRS Charles B. Randall Represents business point of view in legislative matters - on local, state, and national levels.

- Governmental Affairs Council
- Governmental Affairs Advisory
  - Committee
- Legislative Committee • Federal Revenue and
- State and Municipal Revenue **Expenditures Committee** Committee
- Labor-Management Relations
- Committee

GOVERNMENTAL AFFAIRS DIVISION Preston E. Peden DIRECTOR

# PUBLICATIONS DIVISION PUBLIC RELATIONS AND

merce Magazine and Chicago Buyers Guide. Produce radio and television pro-Promote civic interests within the Chicago of Chicagoland problems. Publish Com-Metropolitan area; conduct meetings to create interest and better understanding grams.

- Illinois Committee
- Glee Club
- Junior Association Coordinating Committee
- Public Relations Committee
- Publications Committee
- Greater Chicago Council
  - Public Affairs Reception Committee

PUBLIC RELATIONS DIVISION Robert Cunningham DIRECTOR PUBLICATIONS DIVISION Alan H. Sturdy DIRECTOR

# COMMUNITY DEVELOPMENT James E. Rutherford

traffic and parking; works to arrest Promotes improvements in public works, blight, remove slums and improve coma cleaner and safer city, and munity relations.

Cleaner Air Committee

fare, culture and recreation; investigates Promotes Community improvement programs concerning health, education, weland works for improved efficiency in both public and private agencies con-

James C. Worthy

AND WELFARE

VICE PRESIDENT FOR HEALTH, EDUCATION,

- Cleaner City Committee
- Fire Prevention Committee
  - Street Traffic and Parking Committee
- o Public Improvements Committee

Health in Industry Committee

• Education Committee

Subscription Investigating

Committee

cerned with these activities.

- Urban Renewal Committee
  - Zoning Committee

COMMUNITY DEVELOPMENT H. Hayward Hirsch DIRECTOR DIVISION

HEALTH, EDUCATION AND WELFARE DIVISION Jesse A. Jacobs DIRECTOR

GENERAL SECRETARY Frank F. Kolbe

Collects all funds and securities; keeps

records; disburses funds.

Paul C. Raymond

GENERAL TREASURER

**Budgetary Control Committee** 

Accounting Auditing and

Keeps all official records and gives notice of all official meetings.

MANAGEMENT DIVISION FINANCIAL AND OFFICE Dean Drewry

CONTROLLER

CHICAGO INTERNATIONAL MANAGING DIRECTOR Richard Revnes

James V. Fitzpatrick

#### 1960

## Senior Council

The Senior Council is composed of former Presidents, Chairmen of the Executive Committee and Board Members who have given long and distinguished service to the Association. The continued interest of this outstanding group of civic and business leaders in matters relating to Association policies and programs provides a most valuable resource of experience and direction for succeeding administrations.



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1929 President CHARLES W. SEABURY Chairman Finance Committee Marsh & McLennan, Inc. 231 S. LaSalle St. Chicago 4, Illinois



The Association's Headquarters Staff promotes the commercial and industrial growth of the Chicago area in many ways, and provides service and information to members by telephone, letter or personal visit. Staff members will welcome your visit to the Association offices on the first two floors of the Inland Steel Building, 30 West Monroe Street, Chicago 3, Illinois. FRanklin 2-7700.



Television cameras focus on America's "Mr. Helicopter" Igor I. Sikorsky (center) during his visit to Chicago. With him are C. Wes Moore (I.), Executive Vice President of Chicago Helicopter Airways and Thomas H. Coulter. Sikorsky spoke before the luncheon meeting of the Association's "Helicopters in Commerce and Industry Conference."

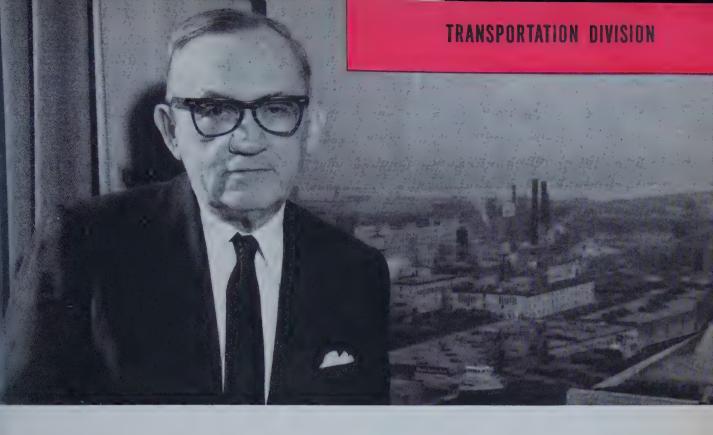
Division Vice President Frank F. Kolbe, President of United Electric Coal Companies, discusses mass transportation with the Division's Committee Chairmen.



Captain Russell Picard (I.) greets Dennis Budzik, Jewel Tea Company's guest aboard the S. S. North American, as the ship prepares for its historic Associationsponsored cruise up the St. Lawrence Seaway.



William E. Downes, Jr.,
Commissioner of Aviation of
City of Chicago, receives a
plaque from C. Wes Moore,
Executive Vice President of
Chicago Helicopter Airways,
for being the 100,000th
helicopter passenger to be
flown by CHA. With them
are Frank E. Quindry (I.),
Chairman of the
Association's Aviation
Committee and Arthur E.
Abney, Director, Departmen
of Aeronautics, State of
Illinois.



INTERVIEW WITH FRANK J. KOLBE division vice president President, The United Electric Coal Companies

## Q. Mr. Kolbe, how significant was 1959 for Chicago as the transportation capital of the United States?

A. 1959 was the greatest year in Chicago's transportation history since the first railroad started operating in 1848. This tremendous year was highlighted by two spectacular developments—the opening of the St. Lawrence Seaway and the advent of jet aviation. Because of their international significance, Chicago has become the crossroads of the world.

## Q. Transportation as a basic factor in Chicago's welfare must be a big subject for the Association, is it not?

**A.** Indeed, it is. Our transportation division is composed of nine committees with 25 subcommittees and a membership of 660 persons who are either representatives of the carriers or users of the transportation services. In 1959, we held 67 meetings with a total attendance of 1,177 members.

# Q. With the Seaway and jet aviation so important, did Chicago make any special provisions in 1959 to take full advantage of these developments?

**A.** In aviation, Chicago's biggest step was the approval of a revenue bond issue for \$120,000,000 for construction of terminal buildings, adequate runways and other facilities at O'Hare Interna-

tional airport. The revenue bonds will be retired by income from rentals and services to the airlines, and thus there will be no cost to the taxpayers.

## Q. What about port facilities? Is Chicago keeping pace with these needs?

A. The Chicago Regional Port District has completed Phase Number One of the new harbor in Lake Calumet for handling bulk and general cargoes, and the city of Chicago carried out its initial \$4,000,000 improvement of Navy Pier for berthing ocean-going ships with general cargoes. The Interstate Commerce Commission, following hearings in which our Association participated, has authorized six additional railroads to serve the port facilities at Lake Calumet, stating that this was necessary to provide better service to shippers and receivers of freight.

#### 0. What facilities are planned for 1960?

A. With the Seaway already bringing a substantial increase in imports and exports, two major improvements are scheduled for the year. One will be the second phase of Lake Calumet harbor construction at a cost of \$25,000,000. The Port District also will build a tank farm (liquid storage and handling facilities) at a cost of

\$5,000,000. The second major project will be an additional improvement of Navy Pier for berthing more ships. Last fall, voters approved a \$6,000,000 bond issue for this purpose.



## **Q.** What other improvements in shipping facilities is the transportation division urging?

A. We are pushing especially for two other very necessary improvements. One is a proposal to deepen the Calumet harbor and river to 27 feet, a depth comparable to that of the Seaway itself. There also is the necessity of straightening the Calumet river leading to the harbor as well as rebuilding several railroad bridges along the river. Elsewhere on our waterway system, there is need for further appropriation by the federal government for the Cal-Sag navigation project, and especially for the construction of highway bridges. Failure of Congress to act on the bridge needs at the 1960 session could delay completion of the Cal-Sag project for several years.

## Q. What special promotion for aviation has your division scheduled for 1960?

A. We favor the early establishment of adequate heliports throughout the Chicago area, including a heliport more convenient to the Loop. There should be better transportation service between the airports and the downtown area, including a downtown passenger terminal. We will continue a campaign for adequate secondary airports and heliports throughout the Metropolitan Area. Secondary airports are exceedingly important, especially in view of the growth in individual company traffic, which in 1960 will account for 50 per cent of the total non-military hours of flying.

## Q. In addition to supporting specific improvement projects, in what other activities does your division engage?

A. A great deal of our work is comparable to that of a successful football team adhering to the theory that a good defense is the best offense. Each year, our Association is represented in many proceedings before the commerce commissions and carrier committees in controversies over adjustments of rates and services. Much of this

effort is to ward off attempts by competing areas to obtain rate adjustments that would discriminate against the Chicago Area. For example, our Association on three occasions has successfully opposed proposals by railroads and motor carriers for a lower basis of rates on export traffic from points in Wisconsin to Milwaukee and other Wisconsin ports than the rates in effect from the same area to the Port of Chicago. In two other instances the Association prevented an increase in Illinois intrastate rates published by motor carriers which would have resulted in higher rates on traffic between Chicago and points in Illinois than the rates charged by the same carriers on interstate traffic. The discrimination that would have resulted against the Chicago Market is obvious. This defensive action is one of many important functions of our division. An activity of a somewhat different type is that of our Cartage Theft Committee which works with the FBI, the Police Department, motor carriers and shippers to prevent hijacking, robberies and thefts from motor vehicles moving within the Chicago Metropolitan Area.

## **Q.** What specific objectives does your division have for 1960?

**A.** Here are the highlights of proposals by our division committees for study and action for the new year:

The economic well-being of the railroads is extremely important to the Chicago Metropolitan Area. The Transportation Act of 1958 supported by our Association provided some relief from outmoded regulation. More changes are necessary and consideration will be given to supporting legislation to bring about a complete repeal of the federal excise tax on passenger transportation; on proposals to amend the internal revenue code providing



for changes in the depreciation of railroad property for tax purposes thereby aiding the carriers in securing adequate equipment with which to serve the shipping public; the elimination of archaic work rules, particularly with respect to railroad transportation which results in payment by carriers for work not needed or performed, and for modification of present

#### TRANSPORTATION DIVISION



laws so as to provide equitable treatment for all forms of transportation for carrying United States mail.

To secure for the Port of Chicago export and import rates properly related to the export and import rates from the midwestern origins to the Atlantic Seaboard and Gulf Coast ports.

To publish a new directory of steamship lines serving the Chicago Port, along with a listing of services for both exporters and importers in the Midwest.

To participate in the Trans-Pacific Route case before the civil aeronautics board for the purpose of assuring that Chicago will be considered a co-terminal with Atlantic and Pacific coast cities so that Chicago may enjoy direct overseas service via the great circle route to the Orient.

To determine the Chicago Area requirements for international air service by making a survey of business between Chicago and overseas countries.

To take an active part in a transportation study being made by the United States Senate committee on interstate and foreign commerce. The study will involve many basic elements of our entire system of regulating transportation agencies, and will include such subjects as subsidies, user charges, consolidations and mergers, and railroad passenger service.

To continue studying mass transportation problems throughout the Chicago Area with the objective of bringing about an adequate and efficient transit system.

Transportation Division

Committees on Pages 86-91



Following dedication ceremonies of the Judge Walker Butler Lock at Lake Calumet, Judge Butler (holding the model of early sailing ship) meets with (I. to r.) Arthur H. Schwietert, William B. Miller, Jr., Chairman of the Association's Great Lakes and St. Lawrence Seaway Section and Robert L. Bean, Director of the World Trade Division.

Captain of the first U. S. flag ship through the St. Lawrence Seaway, Otto C. Trautman of the S. S. Extavia, receives Association gift from William B. Miller, Jr., (2nd from 1.). Others are Hugh M. Gillespie, Frank G. Slater and Felix Isherwood, all of American Export Lines, Inc.





Before considering any question, I wish to pay a special tribute to Mr. Earl Kribben, whose untimely death on May 31, 1959, was a tremendous loss to the entire Chicago Area. He was a great citizen who gave his utmost to his community. Actually, his community was not merely the City of Chicago, but all of Chicagoland. This was exemplified by one of his last responsibilities the presidency of the newly created Northeastern Illinois Metropolitan Area Planning Commission. As you know, one of his many civic contributions was his service as the Association's Vice President for Community Development. In fact, he was one of the first persons I met when I moved here four years ago. That was only natural, I suppose, because Earl was an active leader in so many phases of community service. I had always heard that Chicago was a forward looking city with a special motto, "I Will." Getting to know Earl Kribben was in itself getting an understanding of the real meaning of this community spirit.

**Q.** Mr. Rutherford, you mentioned the new Northeastern Illinois Metropolitan Area Planning Commission. Please explain its significance to the Chicago Area.

A. This new planning commission, which was established by the state legislature, will be extremely important in shaping the future of the Chicago Area. Its objectives are to find solutions to problems that overlap political boundaries yet are metropolitan in scope — problems such as transportation, flood control, sanitation and sewage disposal, and water supply. Its planning jurisdiction covers the six Illinois counties of Cook, DuPage, Lake, McHenry, Kane and Will.

Q. What about Lake and Porter counties in Indiana? Shouldn't these counties be included in this metropolitan planning program?

A. They certainly should. A cooperative effort

#### COMMUNITY DEVELOPMENT DIVISION



Philip C. Biggert, Chairman of the Cleaner Chicago Committee, presides at the Association's Annual Achievements Luncheon.



A citation of merit awarded to the Association for an outstanding program in fire safety is accepted by Governmental Affairs Vice President Charles B. Randall (I.). William A. McDonnell, President of the U. S. Chamber of Commerce, makes the presentation.



between Illinois and Indiana in planning the future of the Chicago Area is absolutely vital. We must think in terms of the "natural city." This "natural city" includes not only the six Illinois counties but also the Indiana counties of Lake and Porter. In the New York area, New York and New Jersey have demonstrated the importance of cooperation between states in such matters as transportation, airports, and harbor facilities. The same situation prevails in the Chicago Area.

## Q. There have been many predictions about the future of the Chicago Area. What is your opinion?

A. The Area has everything — the advantages of geography, transportation, culture, business and industry. These factors alone destine that it become the greatest metropolitan region in the world. The question is what are we going to do about giving direction to this destiny. Are we going to let this development take place in a haphazard fashion? Or are we going to take the wisest advantage of our opportunity by mapping



President Goodrich congratulates Bennett W. Cooke, Jr. (center holding plaque), President of the Coyne Electrical School, for winning the "Industrial Good Neighbor Award" given each year by the Community Development Division. With them are the citation winners.



Discussing the Randolph Commission's report during the Metropolitan Area Planning Conference are (1. to r.) Director George L. Irvine, Regional Vice President, General Electric Company; Gov. William G. Stratton; Director Bert R. Prall, Chairman, Federal Reserve Bank of Chicago; Thomas H. Coulter and Paul W. Goodrich, Association President.

Assistant Fire Commissioner Albert H. Petersen and and Ray A. Sapp, Vice Chairman of the Fire Prevention Committee, view new fire prevention poster prepared and distributed by the Association.



the best possible plans for the tremendous growth that is bound to come?

Q. What is the role of men in business and industry in community development for the Chicago Area?

A. We in business and industry have such an important responsibility that our community of



Chicagoland would suffer if we did not carry out our responsibility to the fullest. The community looks to government and business and industry for leadership — the driving force — in community development.

Q. What do you believe are the most important of our community problems?

**A.** There are three big fields that must get top priority – transportation, schools and housing.

Transportation, or the efficient movement of people, is certainly very vital to the orderly growth of our spreading community, which now extends over several thousand square miles and includes a population of nearly seven million persons. We already have made substantial progress in highway construction. Recent years have seen the completion of the Illinois toll road system, Chicago's Calumet Skyway, and the Indiana toll road across Lake and Porter counties and the rest of northern Indiana. Our local government officials have been expediting work on the network of expressways radiating from the Loop. Chicago made transit history when it incorporated the median strip subway in Congress Expressway. Similar transit facilities are being planned for other expressways. This year, the Chicago Area Transportation Study, costing 2 million dollars, will be completed; and this important study will provide us with the scientific findings necessary for planning many other transportation improvements as part of a long range program for the Metropolitan Area.

**Q.** Most communities have always considered schools to be their own local responsibility. How do schools fit into metropolitan planning?

**A.** By listing schools as a subject of top priority, I was referring to higher education — the junior colleges, colleges, universities and technical institutions. The elementary and high schools should remain the responsibility of local communities. But in higher education, we must think

#### COMMUNITY DEVELOPMENT DIVISION



Bertram A. Weber (third from right), Chairman of the Honor Awards Committee of the 1959 Architectural Honor Awards meeting, and Paul W. Goodrich are shown with five of the Honor Award recipients. The winners were honored for outstanding architectural development in Metropolitan Chicago.



The Association's Zoning Committee studies provisions of the proposed Comprehensive Amendment to the Cook County Zoning Ordinance for unincorporated areas. Richard Babcock (standing, r.), Committee Chairman, here meets with the Subcommittee on Manufacturing Provisions.



in terms of the needs of the entire Metropolitan Area. For instance, our Association has joined with 17 other civic organizations in urging the University of Illinois to select the rail terminal site just to the south of the downtown Loop as the ideal location for a Chicago campus of the university.

## **Q.** Why is that site ideal for the University of Illinois in Chicago?

A. In my opinion, there is only one factor that should be considered in selecting the U. of I. site, and that's the welfare of the students. The rail terminal site just to the south of the Loop is a central location with excellent public transportation facilities. It is the most convenient location possible for serving the entire Metropolitan Area.

## Q. Are there any other points favoring the south-Loop site from the standpoint of student welfare?

A. There always will be many university students seeking part-time jobs to help with their expenses.

The Loop is an excellent source of employment. Many companies especially enjoy students as employes, because they are eager to learn. It is not at all unusual for a student with a part-time job to stay on with the company after graduation as a regular employe. The south-Loop site would



make it possible for many of the U. of I. students to obtain jobs for several hours a day without wasting any time traveling between school and and the job.

## Q. Why do you believe housing is so important as a subject for top priority?

A. Good housing — decent, wholesome dwellings for all economic levels — is a necessity for any sound community. For instance, it is one of the best means for combating crime and delinquency. A sufficient supply of good housing is necessary to attract and retain the workers and their families needed for expanding economy throughout the Area. In Chicago, remarkable progress is being made in a combined attack by government and private enterprise on the spread of slums



and blight. The big Lake Meadows project on the south side is an excellent example of how slums can be eliminated, as is the Prairie Shores development near Michael Reese hospital. Chicago also is pioneering in the new field of community conservation, and the first program of this type is the unusual Hyde Park-Kenwood urban renewal plan in the vicinity of the University of Chicago campus. However, in the over-all picture of the Metropolitan Area, housing should and will be provided primarily by private enterprise. We should not be dependent on Washington to get this job done. The responsibility for providing housing will have to be carried out to the greatest extent possible by our local community as a private undertaking. I am convinced the housing job will be done because of our confidence in the future of Chicago and its vast suburban area.

Q. The anticipated growth of the Chicago Metropolitan Area obviously will be accompanied by a need for more and more public improvements. Do you have any special thoughts on the financing of these improvements?

A. Ours is a prosperous, industrial community, and Chicago must keep up-to-date in its program of public works and municipal services. I believe we now are experiencing the biggest program of public works construction and municipal services in Chicago's history. We can anticipate a continuing need for additional projects and services to accommodate a growing population, and thus it becomes more important than ever that all public money be used to provide the greatest benefits. Local government within Chicago is complex because of the existence of several distinct taxing bodies, each with its own program of capital improvements. I believe careful consideration should be given to developing a realistic method of consolidated capital budgeting to

Community Development

Division Committees Pages 63-68

coordinate the various capital improvement programs. It should be noted that the Chicago City Planning Department has made a good start toward the development of a good capital budgeting system.

Q. What do you think is the significance of community development in the expansion of business and industry in the Chicago Area?

A. It is very important, to say the least. For instance, I am convinced that more and more national companies will move their headquarters to the Chicago Metropolitan Area. Or, if they are decentralizing, they will establish their large regional offices here. Chicagoland is a most attractive place in which to live, work and do business.



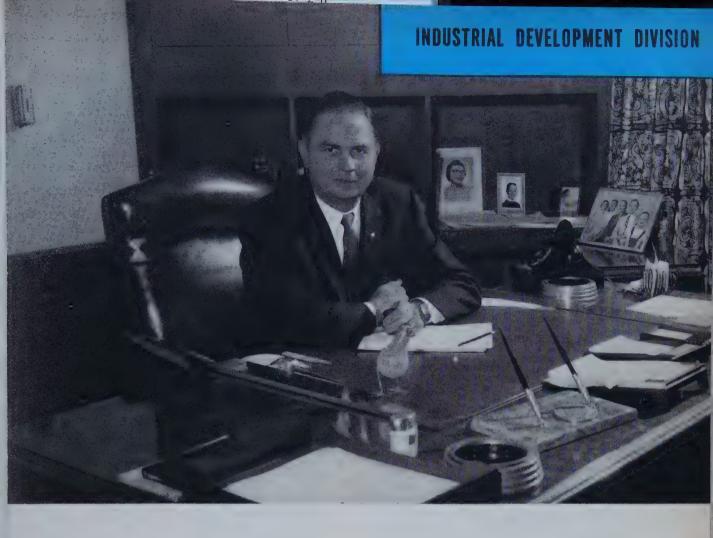
**Q.** What are the objectives for 1960 of your Division?

A. The Chicago Metropolitan Area is moving ahead at a fast pace, so we always have numerous specific objectives and projects at hand. Included among the diverse needs with which this Division is concerned are problems related to fire safety, urban renewal, street traffic and parking, public improvements, zoning, clean-up and air pollution control. All of these subjects are vital to maintaining a wholesome, progressive community.

In general, however, I believe our Association and its Division for Community Development must particularly work through its many activities to promote a keener appreciation throughout the the Chicago Area of "the metropolitan concept" — the metropolitan way of thinking — in studying and solving problems of the "natural city."

And in keeping with this metropolitan approach, I am proposing a new civic motto. Heretofore, Chicago has become famous for its "I Will" motto and spirit. Now, our civic interests have spread far beyond Chicago's city limits to include also the hundreds of other cities and communities that go to make up our eight county Chicago Metropolitan Area.

Because of this new broad scope of interest, I believe our motto for the Chicago Area should be—"We Will!"



INTERVIEW WITH THOMAS G. AYERS division vice president Vice President, Commonwealth Edison Co.

Q. Mr. Ayers, in driving through the Chicago Area, one is impressed by the many new plants being built. How great was this industrial expansion in 1959?

A. We keep an accurate score card on expenditures for new industrial buildings and purchase of land and buildings for industrial use. An impressive record was chalked up in 1959 when more than 330 million dollars of new investment was announced for 400 projects in Metropolitan Chicago.

Q. With emphasis on industrial decentralization, the public seems to have the impression that industry is moving from Chicago to the suburbs. Is Chicago itself losing its industrial strength?

A. No, it certainly is not. It is true that some industries have moved to the suburbs, but other industries have taken their place in the city. In fact, Chicago has experienced a net gain in

industry and existing industries have continued to expand. In some areas, there are changes in the industrial pattern, however. For instance, the stock yards is giving way to a new industrial development. Also, the Chicago Land Clearance Commission is proving to be a valuable tool in industrial redevelopment. The completion of the expressway system will be a big benefit. Numerous plants are springing up along the Northwest expressway within the city, for example.

Q. Have there been any serious attempts to lure industry away from the Chicago Area?

A. It is just as important to keep the industries we have as it is to attract new industries. Seldom does a day go by but what we have persons from other areas visiting our Association for information on industries they want to obtain. We treat these visitors with courtesy, but needless to say, we do not intend to help them in their cause.

## Industrial Development Division Committees Pages 77-81

## Q. With other sections of the country on the hunt for industry, how strong is Chicago's position as the great industrial center of the nation?

A. Chicago is stronger than ever, and its industrial potentials still are virtually unlimited. A recent nation-wide survey, made by the trade publication, "Mill and Factory," showed that Chicago and Illinois continue to rank number one in the nation as the ideal location for industry.

## Q. What makes Chicago and its Large Metropolitan Area so ideal for industry?

A. There are four major factors: (1) a favorable tax structure, (2) the availability of water and power, (3) the big marketing advantage, and (4) a most favorable labor climate. By "marketing advantage," we mean Chicago's central location and its undisputed position as the center of all types of transportation.

## Q. The opening of the St. Lawrence Seaway, then, should greatly enhance Chicago's industrial position, should it not?

A. The St. Lawrence Seaway will make Chicago one of the great ports of the world, and because of it Chicago is in an even more formidable position as the ideal industrial center.

## Q. Has there been any attempt to analyze the probable effects of the Seaway on the Chicago industrial picture?

A. This is getting top priority. Last fall, we sponsored a very successful conference on this subject. Also, of special importance is the study made for our Association by the Geography Department of the University of Illinois.

#### Q. What did that study establish?

A. First, may I say that this study, in two volumes, is available through the Industrial Development Division of the Association for \$10.00.

The study, which has a wealth of basic economic data about Metropolitan Chicago, estimates that an employment increase attributable to the new



Thomas G. Ayers announces a new campaign to promote industrial development investments in DuPage County at a meeting of leading DuPage County businessmen in Elmhurst.

Seaway will total 38,000 by 1965. Eight thousand of these jobs will be in manufacturing and 30,000 in non-manufacturing activities. Of the nearly 100 industrial classifications reviewed in detail, 21 will expand employment because of the enlarged St. Lawrence and Lakes system. Fifty-seven charts and graphs are used in Volume I alone. A copy of this study is a must to evaluate the impact of the Seaway on one's business.



#### Q. Are there any new trends in industrialization?

A. Chicago will certainly continue as one of the most diversified industrial centers. At the same time, however, there are two new trends, or rather continuations of trends that began several years ago. One is the growth in the petroleum and heavy chemical industries along the Inland Waterway. The second trend is the growth in research centers, a development that promises to continue Chicago's position as the research center of the United States.

#### Q. Where are these research facilities being established?

#### INDUSTRIAL DEVELOPMENT DIVISION



Sidney B. Westley, District Superintendent of Joliet Commonwealth Edison Company, welcomes John C. Carter, Assistant Secretary of Inland Steel Company and members of Industrial Development Committee to Edison's new "Dresden" nuclear power station.



Members of the Industrial Development Committee hear remarks by Paul Van T. Hedden, Planning and Zoning Consultant, on the problems of industrial planning.

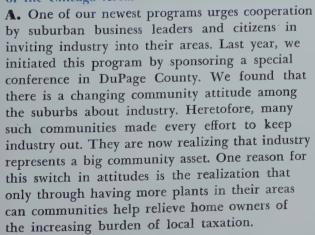


A. These research plants are proving very desirable for communities which heretofore have been primarily residential. There are new research centers in such suburbs as Hinsdale and Barrington. The Chicago Area now has more than 1,500 industrial research laboratories.



Dr. Joseph A. Russell (2nd from I.) Chairman of Department of Geography, University of Illinois, makes a preliminary report to members of the Industrial Development Division's Advisory Committee on "St. Lawrence Seaway — Its Impact, by 1965, upon Metropolitan Chicago." They are I. to r.) Ira J. Bach, Commissioner, Department of City Planning; Richard Nowinson, Chairman, State of Illinois Industrial Planning and Development Commission, and Thomas G. Ayers.

## Q. For 1960 and other years, will the Association take any new approach to further industrialization of the Chicago Area?





The results of the University of Illinois' St. Lawrence Seaway Study is discussed by (I. to r.) Governor William G. Stratton, Richard Nowinson and Thomas H. Coulter at a meeting of the Industrial Development Committee.



Governmental Affairs Division Vice President Charles B. Randall testifies before the City Council on the 1960 Budget for the City of Chicago.



Participants in the Association's fourth Practical Politics Workshop listen to d cussion on local politics by Knox Colle professor Joseph H. Bindley, Director the course.



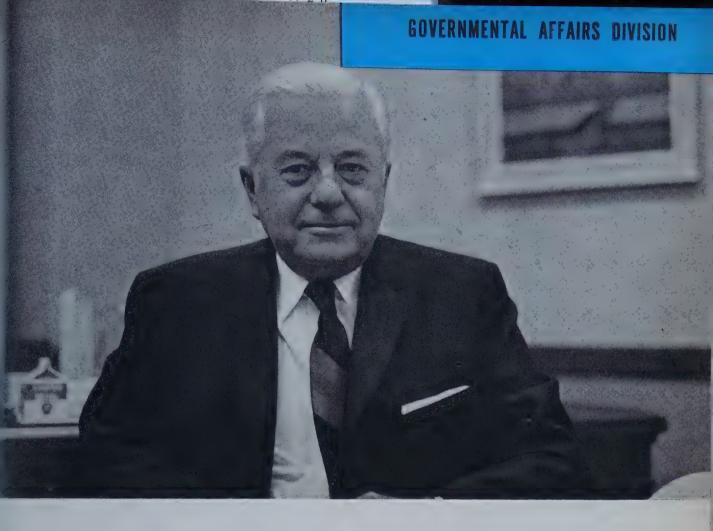
Charles B. Randall (1.) hands gavel to Richard L. Wattling, new Chairman of the State and Municipal Revenue Committee.

State and Municipal Revenue Committee members hear a report on the 1960 City Budget by Arthur G., Lindell, Deputy Budget Director.



Robert W. Murphy, Chairman of the Governmental Affairs Council, discusses the importance of businessment becoming active in politics during a council meeting.





INTERVIEW WITH CHARLES B. RANDALL division vice president Vice President, Natural Gas Pipeline Company

## Q. Mr. Randall, what do you consider the most significant accomplishment of your division in 1959?

A. The year was a busy one because governmental and legislative bodies were extremely active on all fronts — on the local, state, and national levels. If one item were to be singled out, it was our successful effort in helping to enact the Landrum-Griffin bill into law. This is a constructive labor reform measure banning secondary boycotts, making "hot cargo" contracts illegal, barring coercive picketing, and permitting state courts and agencies to take cases declined by the National Labor Relations Board. On the other hand, our Association opposed the Kennedy-Ervin bill because it failed to get at the fundamental causes of labormanagement abuses.

Q. How active has your Division been in the controversy over the request by the Chicago Metropolitan Sanitary District to divert more water from Lake Michigan?

A. This is a top subject on our agenda. We are

giving full support to the Sanitary District in its requests before Congress. We also are represented by counsel in the case before the United States Supreme Court brought by six Great Lakes states opposing Chicago's diversion of lake water. These states are asking the court to compel the Sanitary District to return its sewage effluent to Lake Michigan, rather than empty it into the Illinois waterway.

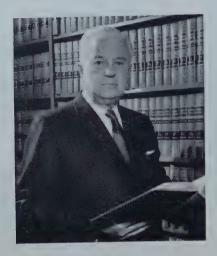
## • How successful was the Division in forwarding the Association's objectives in the 71st Illinois General Assembly in 1959?

**A.** Many bills that would have been detrimental to business and industry were defeated. Employers fared well, and the state of Illinois remains one of the best in the nation in which to operate a business.

#### Q. What was the key issue during the 1959 session?

A. Questions over governmental revenue represented the most important issue. The Association expressed vigorous opposition to a state income

tax. We also opposed increases in the corporate franchise tax and an extension of the capital stock tax to foreign (other state) corporations doing business in Illinois. We helped draft a new revenue article for the Illinois constitution, but the legislation to permit the revision was not adopted.



## Q. What was the Association's stand on labor matters before the legislature?

A. Many labor bills were advanced. Our Association supported anti-racket picketing legislation. We also supported various amendments to the unemployment compensation act and the workmen's compensation and occupational diseases acts since these amendments were the results of negotiations between labor and management in which we took part.

Q. Were there any significant measures before the legislature on questions of employment?

A. Yes, there were. For one thing, our Association opposed legislation to abolish discrimination between sexes in the payment of salaries and wages as an encroachment on management's right to contract. We also opposed bills to require payment of wages on a weekly basis. We again opposed a proposed fair employment practices act.

## **Q.** Did the Association take a position on the branch banking proposal?

A. We did not express an opinion either for or against branch banking. We did support an unsuccessful bill which would have submitted the branch banking question to a referendum of the voters. The Association is conducting an exhaustive study on the branch banking subject, to be completed about August 1, 1960.

## **Q.** What were your division accomplishments at the local governmental level?

A. One of our big jobs each year is to study budgets of the major local governments, such as the City of Chicago, the Board of Education, and Cook County, and then to appear at budget hearings to propose changes where we deem necessary. Another of our important functions locally is to pass judgment on bond issues requested by the various governments. We gave our approval in the fall of 1959 to a total of \$61,000,000 in city improvement bonds and a \$9,500,000 County Hospital bond issue.

Association members hear Arthur H. Motley, publisher of Parade Magazine and a director of the U. S. Chamber of Commerce, express his views regarding politics and businessmen during an Association Public Affairs luncheon.



#### **GOVERNMENTAL AFFAIRS DIVISION**



## Q. In addition to working at these levels of government, in what other significant activity did your division engage in 1959?

A. A noteworthy achievement of the Governmental Affairs Division was the presentation of the Association's first series of Practical Politics Workshops. Each of the four Workshops consisted of five lecture and discussion sessions, with emphasis on the practical side of politics in Illinois, Cook county and Chicago. The objective of the workshop program is to train management representatives in practical politics so they can conduct similar training programs within their companies.

#### Q. What goals have you set for 1960?

A. Here are the highlights of our objectives for the year:

Work for the enactment of legislation in Congress to increase the diversion of Lake Michigan water into the Illinois waterway.

Observe the work of all state legislative commissions relating to Chicago's civic and business interests.

## Governmental Affairs Division Committees Pages 68 - 74

Encourage increased participation of business and professional men in governmental affairs and continue the present educational program to make their participation more effective. Aid and advise member firms in creating governmental affairs programs in their companies.

Inform Association members of legislative and governmental matters affecting their business.



Make studies of local governmental budgets and make recommendations thereon.

Follow closely all legislation in the second session of the 86th Congress affecting business and industry, and, take action when deemed appropriate.

Division Director Preston Peden discusses some of the problems of local and state government with members of a Japanese trade delegation visiting the Association headquarters.



Senator Paul H. Douglas makes his point in a debate with Senator William A. Proxmire of Wisconsin on the question of Chicago's diversion of additional water from Lake Michigan at a Governmental Affairs Committee meeting.





Former U. N. Secretary General Trygve Lie (center), Ambassador-at-large of Norway with the special mission of promoting foreign investment in his country, visits with Association President Paul W. Goodrich (left) and the Honorable Arne Skaug, Norwegian Minister of Trade and Shipping, during an Association reception in his honor.



Story of the General Agreement on Tariffs and Trade was reported by GATT's Executive Secretary, Eric Wyndham White (center) to the Association's World Trade Committee. With White are (f. to r.) Leslie H. Dreyer; Bo Jernstadt, Consul General, Sweden; Jack L. Camp, Vice President, Foreign Operations, the International Harvester Company; Richard Wagner, Chairman of the Board, Champlin Oil and Refining Company.



Leslie H. Dreyer (right) and Mayor Richard J. Daley (left), welcome to Chicago Captain Sander Klein of the M. S. Prins Johan Willem Friso. The Friso won the annual race among overseas ships to be the first to arrive in Chicago.



Walter Hallstein (seated), President of the Commission of the European Economic Community, visits Association offices during a business trip to Chicago. With him are !left to right) President Goodrich, Thomas H. Coulter and Joseph L. Block, past President of the Association and Chairman of the Inland Steel Company.

His Excellency Dr. Mostafa Kamel addresses the 22nd Chicago World Trade Conference.



#### **WORLD TRADE DIVISION**



INTERVIEW WITH LESLIE H. DREYER division vice president Vice President, The First National Bank of Chicago

## Q. Mr. Dreyer, how significant was 1959 for Chicago in world trade?

A. The year 1959 was truly a milestone in Chicago's history. The big news, of course, was the opening of the St. Lawrence Seaway, which permits 80 per cent of the world's deep water commercial ships to make Chicago a port of call. Actually, the Seaway climaxed a series of developments which can lead to a virtually unlimited expansion of world trade for Chicago and the Midwest. These developments have been wellknown in financial circles and other segments of our business community. The Seaway opening and all the accompanying festivities served an excellent public relations purpose. For the first time, the big consumer public was made fully aware of the vast world trade potentials for Chicago and the Midwest.

Q. The Chicago International Trade Fair sponsored by the Association was a major 1959 event associated with the Seaway opening. How successful was the Fair?

A. Our first Chicago International Trade Fair

far exceeded our expectations. The attendance by the public was tremendous. We were honored by the visit to Chicago and the Trade Fair by Her Majesty, Queen Elizabeth of the British Commonwealth, whose presence attracted world attention. The overseas countries and exhibitors at the 1959 International Trade Fair realized sales totaling many millions of dollars; they made numerous new commercial contacts for future business. More countries and exhibitors already are planning to be at the Fair in Chicago in 1960. At the 1959 Fair, buyers from throughout the United States, as well as many from other countries, became fully cognizant of Chicago's position as a world trade center. The big mail order companies and such retailers as our State Street stores already are expanding their offerings and sales of imported consumer products.

## Q. Some predictions about Chicago's future as a world port are optimistic, but others are pessimistic. What is your opinion?

A. The answer must be based upon economics. Chicago long has been the nation's center of

industry, transportation and distribution. But heretofore we have lacked one important factor—the ability to serve as a full-fledged world port with the advantage of low freight costs of shipping by water. Now, with the opening of the St. Lawrence Seaway, we have that important advantage to make Chicago complete as a transportation center, not only of the United States, but of the world. At present, we are going through a shake-down—a transition period to get rid of the bugs, so to speak, in a big operation. But, our future as a world port perhaps will exceed even that of the most optimistic predictions.



#### **Q.** How quickly will this expansion in world trade occur?

A. Quite rapidly. The only possible limitation could be our ability to handle a continuously increasing demand for harbor, dock, warehouse and other similar facilities. We already have excellent facilities, and I am sure more facilities will be added as the need and demand grows. Remember, patterns of shipping, based upon habits, will have to undergo a change, and that takes time.

## Q. Did the opening of the Seaway have immediate effects on shipping in Chicago?

A. Indeed it did. For Chicago, it appears that export business in 1959 ran completely counter to the national picture. Total exports for the United State declined from 1958. But, many Chicago exporters reported higher volumes in 1959. During the year, direct exports from the Port of Chicago showed an increase of 169.6 per cent, making for a total of 406,486 tons.

#### Q. What was the situation on imports in 1959?

A. Imports – both nationally and through the Port of Chicago – were substantially higher. For the Port of Chicago, there was an increase of 117.3 per cent over the import volume of 1958. Nationally, it appears that imports in 1959 will be about \$15.2 billion when final figures are tabulated, compared with \$12,734,467,775 in 1958.

Some of these imports, primarily finished goods, compete directly with U. S. products. But, the constantly growing volume indicates that the consumer—the final arbiter—accepts and in many instances prefers the items from abroad. This preference may be accounted for by one or more of a number of factors, among them styling, special features and price.

# Q. Will American manufacturers suffer by a greater volume of imported products, many of which can be produced cheaper overseas because of lower labor costs?

A. There will be some cases of American manu-

facturers being adversely affected. But, we in the United States would be extremely narrow-minded if we were to adopt a hands-off policy and refrain from promoting expanded world trade. In fact, such an attitude could well undermine the future expansion of our own economy. International trade is truly a two-way street. The greater the trade among nations, the greater are the benefits for each nation. Through the Marshall Plan and other forms of economic aid overseas, all taxpayers in the United States have given their support to helping nations of the free world build their economic strength and productive capacities. We can and must replace this form of direct aid by providing continuing opportunities for those nations we have been helping so that they can sell to us, while all parties maintain sound trade policies. The unbalanced trade situation that favored the United States for so many years could not continue indefinitely. Our friends overseas have the raw materials needed by our economy and can produce many goods and products such as handicrafts which we want and which we do not make. On the other hand, we have large supplies of commodities, particularly agricultural products, as well as manufactured items, principally capital goods, which overseas countries need. Everyone will benefit by a continuing increase in world trade. We in the United States will continue on our way toward a higher degree of prosperity, and so will our friends in other countries.

# Q. In addition to the increased volume of exports and imports, are there other indications on the part of Chicago companies of a greater interest in world trade?

A. Of utmost significance is the expansion of operations by many Chicago companies in the international field. Hardly a day went by in 1959 but what a Chicago firm announced the creation of an overseas subsidiary, or an expansion of overseas markets through joint ventures or licensing arrangements with foreign firms. Chi-



cago's financial institutions also displayed greater interest in world-wide operations. Banks with foreign departments expanded their operations. For instance, the First National Bank of Chicago, which for many years has been in the international field, opened a representative office in London, with a vice president in charge. Another, the LaSalle National Bank, created a separate department to handle expanded transactions with other countries.

## Q. How are the long established coastal seaports in the United States reacting to Chicago's new role in shipping?

**A.** They are certainly fully aware of the new competition. Most of the coastal ports now have full-time branch offices in Chicago and have stepped up solicitation of business.



# Q. In addition to exhibiting at the Chicago International Trade Fair, have the overseas nations given other indications of their growing interest in Chicago and the Midwest?

A. Yes. During 1959, for example, Poland reopened its consular office in Chicago and the United Arab Republic established a consulate general. Australia appointed a trade commissioner, who has plans for an expanded staff in the near future to cover the Midwest. There are now 51 consular and trade offices in Chicago. The overseas steamship companies have displayed a great interest with several new lines, including U. S. flag lines, entering the trade. All lines increased their sailings to and from Chicago.

Q. Has Chicago's new role in world trade produced any effects on air transportation?

A. The effects have been significant and Chicago is gaining the distinction of being the air transport center of the world. Further growth will result as improvements now being made at O'Hare International Airport are completed. The demand for direct to-and-from Chicago services by both Americans and businessmen from abroad prompted many lines to arrange for these services and increased travel has led to expansion of them. For instance, during the past year, Trans World Airlines added non-stop flights between Chicago and London, following the inauguration of such to-and-from Paris in 1958. Also, in 1959, Pan American World Airways began its daily Chicago-Europe service one month earlier than in previous years.

#### Q. What are the Association's world trade plans for 1960?

A. Let me first say that I believe the Chicago Association of Commerce and Industry has contributed more toward making Chicago a great world trade and transportation center than any other organization. In 1929, the Association established a separate division to promote world trade, the Foreign Commerce Department, as it was then known. With the Seaway opening making Chicago's world port a reality, we will be increasing our activities on every front. And, of course, we will continue with many activities which have proved to be especially effective. In March, our Association will co-sponsor with the International Trade Club the 23rd Chicago World Trade Conference. We will be staging the second Chicago International Trade Fair. In conjunction with the Fair, we will sponsor another World Marketing Conference, which, like the Fair, proved to be so successful in 1959. Also on the 1960 schedule is "Operation Export" designed to carry the "Made in Chicago" label into the world's market places. We also will continue an active publications program, including frequent bulletins on world trade. And day in and day out, we will be engaged in our important function of supplying information and helping primarily our members, but also Chicago businessmen and those from overseas, develop new markets and new sources of supply.

World Trade Division
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Crowds assemble outside Navy Pier to attend the 1959 Chicago International Trade Fair.

Her Majesty, Queen Elizabeth II of Great Britain, is greeted by Association President Paul W. Goodrich as she is received by Trade Fair officials in the foyer of Navy Pier.



Honorable Henry Kearns, Assistant Secretary of Commerce for International Affairs, addresses the First Chicago World Marketing Conference.



The Austrian national pavilion registers buyers of many large department stores and chain store companies in the United States.



Night scene of the facade decorating Navy Pier during the 1959 Chicago International Trade Fair.





INTERVIEW WITH RICHARD REVNES managing director

#### CHICAGO INTERNATIONAL TRADE FAIR

Q. Mr. Revnes, the 1959 Chicago International Trade Fair, sponsored by the Association, was one of the biggest events of its kind ever staged in the United States. How would you appraise its success?

A. Its success was tremendous. In fact, it was so successful that even before the 1959 Fair closed, the Association decided to sponsor another Chicago International Trade Fair in 1960.

#### Q. What criteria did you use in determining the success of the 1959 Fair?

A. First, let me explain that we at the Association might be considered prejudiced in expressing an opinion on the success of our own Fair. So it is important to realize that the term "tremendous" was not applied to the 1959 Fair by us, but rather by the many overseas nations with pavilions at the Fair, by a large majority of the individual exhibitors, and by many other persons, including top governmental officials. For instance, Mr. Henry Kearns, assistant secretary for international trade for the United States department of

commerce, said that our 1959 Chicago Fair was "by far the best international trade fair we have ever seen in this country."

#### Q. What was the public response to the 1959 Fair?

A. You mentioned in your first question that our Fair was one of the biggest events of its kind ever staged in the United States. Actually, the attendance during the 16 days—from July 3 through July 18—gave our 1959 Chicago Fair the distinction of being the largest single attraction under roof in the history of our country. Almost every day a new attendance record was set at Navy Pier. The total gate count of all persons attending the Fair was 849,633. The audited report on paid admissions came to 776,689 Fair visitors.

## **Q.** What was the attendance by professional buyers?

A. A major objective of our International Trade Fair, of course, is to provide a market place for the most comprehensive display of imported goods that is possible to assemble. For the first year, our buyer attendance was very satisfactory, totaling approximately 31,000 registered buyers. These buyers came not only from all parts of the United States, but many other countries as well. This initial attendance of 31,000 buyers compares very favorably with the attendance records of other, long-established trade shows. It should be noted that many of the buyers attending the 1959 Fair represented large nation-wide companies which purchase in volume lots for operating thousands of retail outlets throughout the United States.



#### Q. What are plans for the Fair after 1960?

A. No decision has been made yet on the frequency of the Chicago International Trade Fair beyond 1960, although its future is promising. It's now planned that the Fair will utilize the modern exposition center being constructed on the lakefront at 23rd street. However, the demand for exhibit space probably will be so great that we also will continue using Navy Pier as well.

#### Q. How much business did exhibitors do at the 1959 Fair?

A. A survey of exhibitors showed that wholesale orders placed during the Fair exceeded the \$30,000,000 mark. For instance, Japanese exhibitors alone reported sales of \$15,000,000.

Spain, which reserved space virtually at the last minute for a national pavilion at the 1959 Fair, published an especially enthusiastic official report showing that its exhibitors booked \$4,290,000 in firm orders, and were expecting to negotiate an additional \$4,500,000 in business in the near future.

At the attractive national pavilion of India, the Hand Loom Export Organization, one of a number of exhibitors, alone booked \$1,000,000 worth of orders.

At the large Polish pavilion, Metalexport of Poland sold \$500,000 worth of heavy machinery on firm orders, and was negotiating for an additional \$500,000 in sales. All floor models of

the machines were sold. It was the first time that this had occurred in more than 50 shows in which Metalexport had participated throughout the world.

Remember, too, that the large volume of direct orders placed at the Fair is only part of the business success story of the 1959 Fair. In addition to selling directly to the professional buyers, the overseas exhibitors were here also to create new trade contacts for future business.

## Q. How successful was the special section devoted to import automobiles at the 1959 Fair?

A. This display represented Chicago's first auto show devoted exclusively to the popular import models. The International Automobile Show was so successful that 25 per cent more space for exhibiting the overseas models at the 1960 Fair has been allocated.



In 1959, the exhibitors came to the Fair with the general plan of merely promoting their overseas models. They did not plan to sell directly to fair-goers. But the demand and interest were so great that the import car exhibitors ended up with a total of more than \$627,000 in direct sales at the Fair and anticipated sales in the immediate future of four to five million dollars.

## Q. From a long range point of view, what did the 1959 Fair accomplish for Chicago?

A. The 1959 Fair, which coincided with the opening of the St. Lawrence Seaway, dramatically displayed Chicago's new status as a city of international trade and its opportunity to become the greatest center of world trade and transportation in the western hemisphere. The objective of the Trade Fair in Chicago is to promote our metropolitan area as the ideal location for a major world port. It is already the nation's major originating area for exports. To carry out this objective, we must create a desire among our vast consumer public and our professional buyers for import goods, as well as attract the overseas exhibitors and help them establish new trade connections. The 1959 Fair, with 27 national

#### INTERNATIONAL TRADE FAIR

pavilions and 500 individual exhibits, featured the most comprehensive display of goods and products ever shown in the United States. Much of the exquisite goods had never before been seen by the American consumer. At the same time, many of the overseas exhibitors were learning for the first time about the great potential of the extensive market in mid-America. This is a market consisting of 60 million persons, 600,000 retailers, 90,000 wholesalers, and 87,000 manufacturers. In 1959, total exports and imports handled through the Port of Chicago amounted to 1,200,000 net tons. Five hundred and twenty-two overseas vessels docked at our port.

## Q. What are the Association's plans for the Chicago International Trade Fair of 1960?

A. First of all, our 1960 Fair will be staged a bit earlier - from June 20 through July 5. This 16-day period was chosen to coincide with the annual Summer Home Furnishings Market, the major trade show which regularly attracts more than 15,000 top buyers from throughout the United States. This also is the traditional time of the year when most buying for the heavy winter retailing season is done. For industrial exhibitors, the dates of June 20 through July 5 have the advantage of not conflicting with any other major trade shows in the country. Thus, industrial buyers also will be free to attend our Chicago Fair. These combined events should create the largest marketing event in the history of the United States.

## **Q.** Are any significant changes contemplated in the scheduling of attendance by professional buyers and the general public at the 1960 Fair?

A. Yes, we have definite plans for separating the professional buyers and the general public. For our 1960 Fair, the first five days will be set aside exclusively for the professional buyers. The next 11 days will be for the general public. We now are in the midst of an extensive trade promotion directed not only at bringing back the 31,000 buyers who attended the 1959 Fair, but also for attracting tens of thousands of other buyers and businessmen who are potential customers for exhibitors at Chicago's International Trade Fair.

## Q. Are any physical improvements planned at Navy Pier for the 1960 Fair?

A. We are widening aisles and providing more cross aisles to increase space for fair-goers by 40 per cent. Exhibitors will be provided more

storage space. There also will be improvements in food and restaurant services and ventilation. In every way, we feel that everyone will enjoy the 1960 Fair.

# Q. Isn't is unusual for the Association to be promoting competition from overseas goods and products in view of its primary consideration for the welfare of local industry?

A. This question is often asked. Let's think about it a bit. It really is in our own selfish interest the interest of commerce, industry and the general public in Chicago and the Midwest - to promote more imports. For some years, the United States, and especially the Midwest, has enjoyed a favorable balance of trade with other nations. But we cannot expect this high volume of exports to continue forever, or to grow, unless we give nations overseas the wherewithal to buy from us. Through our purchases of imported goods and products, the nations overseas obtain their dollars to buy our exports which will increase, too. If we are to retain friendships around the world, we certainly cannot exclude overseas producers from our markets. International trade is truly a two-way street. We believe also that in this day of international tensions and cold war that increased world trade improves the climate for peace.



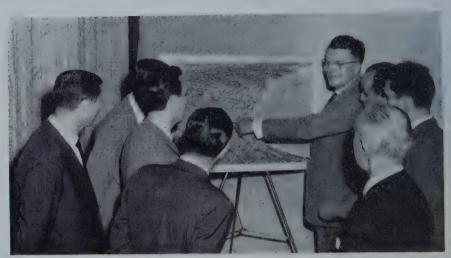
Buyers examine Tunisian products on display at the Association-sponsored Trade Fair.

Board of Directors and Officers of the Chicago International

Trade Fair Page 58



William B. Horstman, Chairman of the Visitors Bureau Committee, makes plans with committee members to promote Chicago's 1959 summer attractions as the "greatest show on earth."



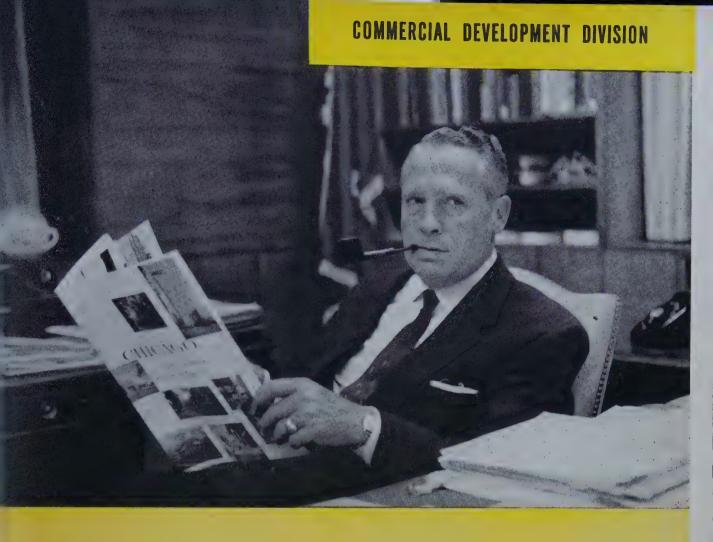
Spanish Government officials representing the tourist industry of Spain learn from Paul W. Kunning, Commercial Development Division Director methods used by the Association to promote tourism.



Lt. General William H. Arnold, Commander of Fifth Army, presents awards to high school students (I. to r.) Richard Desser, Joseph Zoller, and Billie Green for winning essays summing up the Fifth Annual National Military-Industrial Conference.



Myron H. Fox (r.), President of Bell Savings and Loan Association, tells President Goodrich the many uses Bell Savings has for the Association's publication "Headline Events."



## INTERVIEW WITH JAMES C. WORTHY division vice president Vice President, Sears, Roebuck & Company

Q. Mr. Worthy, what were the outstanding achievements in commercial activity in 1959?

A. There were several major factors which brought into sharp focus Chicago's position as one of the world's great commercial centers. Sales at all levels—retail, wholesale, and manufacturing—are, of course, an important yardstick in measuring commercial activity... and our 1959 sales set new records. Then, too, in 1959, tourist business in Chicago reached an all-time high. The money spent by visitors each year in Chicago runs into many millions of dollars, all of which adds greatly to the economy of our metropolitan area. Another indication of our increasing commercial activity is the new boom in commercial construction, especially the new office building construction in the Loop and its environs.

Q. What about 1959 retail sales?

A. The amazing thing was that retail sales in

1959 showed a substantial gain despite the steel and meat packer strikes. In 1959, retail sales in the metropolitan area reached a total of \$9,400,000,000 compared with \$9,000,000,000 in 1958.

Q. Were there substantial gains also in sales at the wholesale and manufacturing levels?

A. Indeed so. Sales at wholesale increased \$3,100,000,000 reaching a total of \$23,600,000,000 for the metropolitan area. There also was a \$2,500,000,000 increase in sales by manufacturers. The total of manufacturer sales was \$22,700,000,000 for 1959, compared with \$19,500,000,000 in 1958.

Q. Many of us living in the Chicago Area probably do not realize what a vacation center this is. How many tourists were there in Chicago in 1959?

A. You are right! Many Chicagoans don't realize how important their city is as a tourist attraction. Actually, more tourists visited Chicago in 1959

than there are persons residing in the Chicago area. In 1959, almost 9,000,000 persons from out-of-town spent all or part of their vacations in Chicago.



- Q. Nine million visitors is quite a crowd. Do you have any idea how much they spent during their stay here?
- **A.** An estimated \$700,000,000 was spent by persons making Chicago their vacation spot. This is very important business business that is reflected in local sales and jobs and payrolls among our residents, primarily in the service industries.
- **Q.** From the standpoint of special attractions, 1959 was a big year in Chicago, was it not?
- A. The year of 1959 undoubtedly will continue to rank as one of the biggest years in Chicago's history. With the opening of the St. Lawrence Seaway, the world spotlight was on Chicago. We were honored by the visit of Her Majesty, Queen Elizabeth of the British Commonwealth. The 1959 Chicago International Trade Fair, sponsored by our Association, was a 16-day special event that brought record-breaking crowds to Navy Pier. Another attraction was a visit to Chicago by the large flotilla of the United States Navy. Other highlights included the Pan American Games and the World Series. These special events, in combination with many other attractions cultural, spectator sports, theatres, and shopping our famous stores - made Chicago a great tourist center in the nation in 1959.
- Q. Does the Association actively promote Chicago as a tourist center?
- A. Indeed, we do. In 1959, for instance, we used every communication medium available. We enlisted the aid of every Chicago company with a stake in the travel trade. We distributed over 700,000 copies of our monthly calendar of attractions which we call "Headline Events." We also distributed more than 500,000 special brochures entitled "Chicago in Summer is the Greatest

Show on Earth." We made constant use of house organs, radio and television, and there were frequent publicity releases to Chicago's major newspapers, as well as leading dailies elsewhere. Realizing that much of Chicago's tourist business comes from the numerous smaller communities throughout the Midwest, we provided a special mat service of publicity material to 500 weekly newspapers. Augmenting the Association's promotional efforts was similar work by the railroads, airlines, and bus companies, the Greater Chicago Hotel Association, the State Street Council, the Chicago Motor Club, Chicago's leading newspapers, and hundreds of member firms of the Association.

- Q. You mentioned commercial construction as a major achievement in 1959. Is there really a boom on in commercial construction?
- A. All one has to do to realize that a true boom is on in commercial construction is to look around the Loop and read the newspapers. Hardly a week goes by but what there is not at least one announcement of a major project. Walk along almost any of the major streets in and near the Loop and you will see new buildings going up. And in addition to the new buildings, you also will notice sites where old, substantial buildings are being modernized—even to the point of getting completely new exterior walls.



- Q. In terms of dollars, how great was commercial construction activity in 1959?
- A. During the year, more than \$250,000,000 in new commercial construction was announced for the Loop and its environs. Included in these construction announcements were buildings of the Hartford Fire Insurance Company and the United Insurance Company of America, the International Trade Building, World Trade Center, a large skyscraper combination apartment and commercial project for the river bank to be built by the Building Service Employes International Union, the Plaza Tower Hotel, a major addition to the Sheraton Towers, and the new

United States Courthouse and office building grouping, which alone will exceed 100 million dollars in cost.

(). Many persons, perturns along of the testametion thichy has its promutant of an embastical plants for the Chicago Area, Do no along an imple operation businesses rules their matrixes a locate here.

**A.** We constantly campaign for new businesses in Chicago, especially from the standpoint of inducing large national companies to locate their headquarters here. To do this, we enlist the support of every individual and company who can help us.

## Q. What is your most effective publishing persuading business to move here

A. Location! The hard cash reasons are Chicago's incomparable advantages in terms of geography, raw materials, production, transportation, and distribution. Nowhere else in the United States is the process of moving people or goods conducted with such economy and ease.

#### Q. Is the Association's computing conducing

A. Each month brings more commercial enterprises to the Chicago Area. Interest in Chicago as the ideal headquarters city is becoming world wide. Of America's 500 top industries, 10 per cent have their home offices here. Eight of the nation's top 50 merchandising firms, eight of the top 50 transportation corporations, and four of the 50 top banks are headquartered here. A study of the nation's 650 largest corporations listed in a recent issue of Fortune magazine showed that 504 of these companies use Chicago for their home offices or for an extensive share of their operations.

#### Q. What are the discissions plane in 1960)

A. The Commercial Development Division will expand its activities and continue to cooperate with all groups who work to strengthen and improve metropolitan Chicago's commercial position. This division will develop new programs, in addition to those already underway, which will help make Chicago the financial center of the United States as well as the nation's great central market. Finally, through our Agricultural council, we will continue our programs aimed at improving farm-city relationships.

Commercial Development

Division Committees Pages 59 62

#### COMMERCIAL DEVELOPMENT DIVISION



Plans for building seven supermarkets in Chicago suburbs, are viewed by Paul W. Kunning (1.) and Eagle Food officials (seated) Richard Waxenberg, President and Bernard Weindruch, Vice President. Standing are Gene Beck, Vice President of Arthur Rubloff & Co., and Howard Cohen, also a Vice President of the food chain.



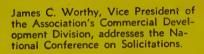
Edward L. Lee (r.), general manager of the Metropolitan Fair and Exposition Authority, explains construction progress to Association Board members Joseph E. Magnus, Chairman of James S. Kemper and Company, and Eskil I. Bjork, Chairman of Peoples Gas Light and Coke Company.



Norman Kraeft, Chairman of the Agricultural Council, addresses a council meeting during which Future Farmers of America were honored by the Association.



Attending the conference on Increasing Personal Injury Costs are (I. to r.) Dr. David B. Allman; Division Vice President Edward C. Logelin; Association President Paul W. Goodrich; Chase M. Smith, General Counsel, Kemper Insurance Company; Thomas Murdough, Chairman of the Health-In-Industry Committee and Clair M. Roddewig, President, Association of Western Railroads.







Keynoting the 7th Heart-In-Industry Conference is President Goodrich. The annual conference is sponsored by the Chicago Heart Association in cooperation with the Association.



DePaul University President Father Comerford J. O'Malley, C.M. (r.) accepts a citation from President Goodrich for his outstanding educational leadership and service to the Chicagoland community.

## HEALTH, EDUCATION AND WELFARE DIVISION



INTERVIEW WITH EDWARD C. LOGELIN division vice president Vice President, United States Steel Corp.

Q. Mr. Logelin, why should the Chicago Association of Commerce and Industry—since its prime objective is promoting economic development—be concerned with such subjects as health, education and welfare?

A. First, of course, there is the humanitarian reason. Because industry and business represent a major part of a community, they have an inherent responsibility for sharing the community's problems and obligations. There also is a solid economic reason. People—the supply of manpower—are the most important resource that a community, such as the Chicago industrial area, has in assuring its economic well-being and growth.

# Q. What role does the Association fill in the fields of health, education and welfare?

A. Our Association, in my opinion, is doing a tremendous job in these fields. We provide a vital link between the business community and a host of active health, welfare, educational, social and civic agencies. We are the bridge—

the co-ordinator — and, in many instances, the expediter in bringing about community solutions to these very important problems.

# Q. For the year 1959, how did the Association apply this principle to specific projects?

A. We are constantly engaged in many projects in which the objective from the Association's standpoint is to provide a forum, so to speak, at which different opinions within the community may be expressed. It's a technique in which a problem is jelled—the groundwork laid for solutions.

For example, the Association was host for the 1959 National Health Forum, attended by several hundred representatives of professional societies, governmental agencies, voluntary health organizations and business corporations.

Another major event was a conference sponsored by our Association in cooperation with the Medical Directors Club of Chicago on the subject of mounting costs of personal injuries. Several thousand copies of the conference pro-

ceedings have been distributed throughout the nation, and requests are still coming in.

Our Association cooperated with Mayor Daley's Commission for Senior Citizens in planning a conference on personal preparation for retirement. We worked closely with labor unions on this conference, as we do in many of our programs. So successful was this conference that the participants, including religious and welfare groups, have planned to make it an annual event. Our Association's efforts for this meeting included a membership survey on company retirement programs.



Q. You mention that the Association mailed questionnaires and other material in several instances. Is this part of your Division's regular operations?

A. Yes – so much so that you might well term our Association an information clearing house and distribution center in the health, welfare and educational fields. In 1959, more than 800 delegates attended the highly successful Seventh Annual Heart-in-Industry Conference, another



Meeting during the 7th Annual Heart-in-Industry Conference are (seated, I. to r.) Dr. Louis N. Katz, Director, Department of Cardiovascular Research, Michael Reese Hospital; President Goodrich, and Dr. James Watt, M.D., Director, National Heart Institute. Standing (I. to r.) are Eskil I. Bjork, Chairman of the Board, Peoples Gas, Light and Coke Company; Dr. Andrew J. Oberlander, Medical Director, Prudential Insurance Company of America, and Dr. Wright R. Adams, President, Chicago Heart Associaiton.

major event sponsored by the Association. We distributed more than 5,000 copies of the proceedings among individuals, societies and corporations throughout the country.

Another important event sponsored by the Association was the fourth Alcoholism-in-Industry Conference, with the theme of "Saving Men and Money." We mailed more than 10,000 copies of the proceedings to companies, medical societies, welfare agencies and medical practitioners.

The Hospital Planning Council of Metropolitan Chicago, organized under our Association's leadership in 1957, published its first research bulletin in June of 1959. The bulletin contained a comprehensive survey of existing hospital facilities to point up the need for additional hospitals and coordinated plans to meet these needs.

Q. Education usually is associated with youth. Is the Association doing anything of direct help to young people?

**A.** Here we have two major programs. Our Division provides the leadership for staging the



Annual Student Fair. The 1959 Fair—the ninth—was especially significant because it coincided with the conclusion of the International Geophysical Year. A new high of 4,000 students participated, and more than 2,500 separate projects were submitted.

A second important program is the support we give to the Negro Vocational Guidance project, a program designed to encourage Negro youngsters to remain in school and the in-migrant adults to take public school night courses to improve their skills and increase their job qualifications. Our Association made contributions of \$10,000 in 1958 and 1959 to this program.

Q. With so many requests for contributions, does the Association help guide businessmen and companies in their giving?

A. Yes, this is a major objective of our Division. For instance, in April, 1959, the Division and the Chicago Better Business Bureau were hosts to the Sixth National Conference on Solicitations, attended by more than 1,000 delegates from the

United States and Canada. "New Dimensions in Giving" was the conference theme, and plans were developed for dealing efficiently with the increasing demands on business and industry.

Q. Is there anything flow specifically in keye a businessman or company from being taken in by a fraudulem or uneffective from rusping organization:

A. This gets constant attention by our division. In 1959, we published the 42d annual "Contributors Handbook," listing 250 endorsed health and welfare agencies. There also are weekly "Information for Contributors" bulletins to keep members informed on current fund raising campaigns. And our staff answers an average of 1,000 telephone inquiries a month about organizations soliciting money.

## Q. How much BOT'S husines and minister conrenum to charge

**A.** The division reported total contributions by Chicago individuals and corporations of approximately 35 million dollars in 1959 to the 250 health and welfare agencies endorsed by the Association. This compared with 33 million dollars in 1958.

# Q. Are there are new propers after contralismon will be tacking in 1966.

**A.** Using the forum technique of bringing all organizations together for a concerted effort, we expect to extend our division activities to include mental health. The Association wants to determine the impact of this problem on business and industry, and how company members can cope effectively with it.

Our division also must take the lead—and the sooner, the better—in bringing about a total community policy on the present practice of asking many persons to contribute twice to Community Funds and other similar fund raising drives. Undoubtedly, the double demands upon individuals for contributions at both his place of employment and his place of residence not only is irritating to a large segment of the public but also is damaging to campaigns' effectiveness. There is a definite need for a solution on a Chicago Area basis to this problem.

Health, Education and Wallard

Division Committees Pages 24-75

## HEALTH, EDUCATION AND WELFARE DIVISION



H. M. Oliver, Jr., Assistant V. P., Marsh & McLennan, examines the program of the Conference on Planning and Preparation for Retirement, with Paul W. Goodrich.



Examining a poster about contagious and infectious diseases during a seminar are (I. to r.) Dr. A. K. Peterson, Medical Director, R. R. Donnelley & Sons Company; Dr. Eugene Walsh, Director of Medical Services, International Harvester Co.; Dr. Franklin R. Fitch, Executive Director, Illinois Social Hygiene League; Thomas H. West, President Illinois Social Hygiene League; T. Leroy Richman, Associate Executive Director, American Social Hygiene Association; and William Lowe, Treasurer, Inland Steel Company and Jesse Jacobs, Director of the Association's Health, Education and Welfare Division.



Thomas Collins, Managing Editor of the Chicago Daily News, addresses the Conference on Planning and Retirement co-sponsored by the Association.



Businessmen hear remarks on the importance of quality control by Gayle W. McElrath of the University of Minnesota during the 14th annual two-day training course in quality con-

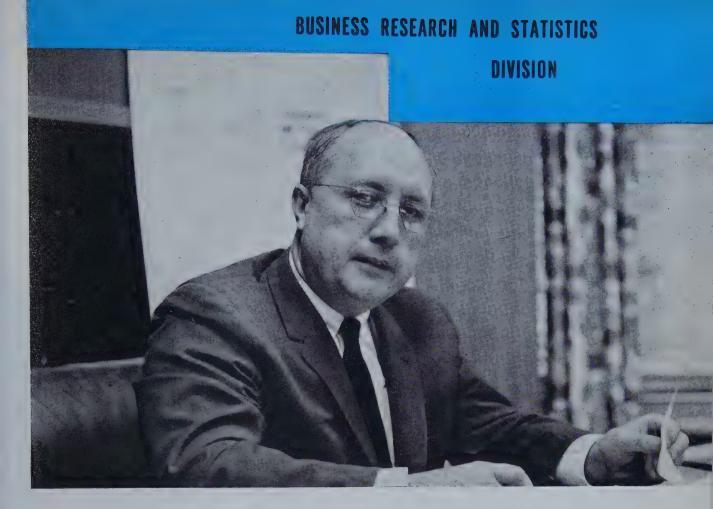
Association Directors Carl M. Blumenschein (I.), and Herbert Lello (2nd from I.) discuss productivity with Ewan Clague, U. S. Commissioner of Labor Statistics and John K. Langum (r.) at the Productivity Conference sponsored by the Association.



Newspaper researchers examine a marketing research chart with Research Clearing House Committee Chairman Dr. Harold M. Mayer, University of Chicago. They are (1. to r.) Donald Klein, Research Manager, Chicago Tribune; Robert L. Seidner, Director of Research, Chicago American; J. R. Brady, & Associates representing the Chicago Daily News and Martin Tarpey, manager, Sales Development, Chicago Sun-Times.



Association Director Bert R. Prall, Chairman of the Federal Reserve Bank of Chicago, addresses luncheon meeting of the 6th Annual Midwest Statistical Conference sponsored by the Association and the Chicago chapter of the American Statistical Association.



INTERVIEW WITH JOHN K. LANGUM division vice president President, Business Economics, Inc.

- Q. Mr. Langum, what was the most important development in 1959 from the standpoint of business research and statistical reporting in the Chicago Metropolitan Area?
- A. The year of 1959 was truly a milestone on this score. The Area now consists officially of eight counties—instead of six—as a result of action by the Office of Statistical Standards of the United States Bureau of the Budget in Washington. Since 1919, the Chicago Metropolitan Area had been defined officially as comprising six counties—the one Indiana county of Lake and the five Illinois counties of Cook, DuPage, Kane, Lake and Will. Now, the Area is increased to eight counties by the addition of McHenry county in Illinois and Porter county in Indiana.
- Q. What specific results of this change are now evident?
- A. First of all, there is the newly enlarged Area now consisting of the six Illinois counties and the two Indiana counties. For lack of a better title, this Area has been designated tentatively as the

"Chicago-Gary Consolidated Metropolitan Area."

Secondly, two sub-areas were created. One is known as the "Chicago Standard Metropolitan Statistical Area." This includes the Illinois counties of Cook, DuPage, Kane, Lake, McHenry and Will. The other sub-area has been designated the "Gary-Hammond-East Chicago Standard Metropolitan Statistical Area," with the Indiana counties of Lake and Porter as its components.

- Q. When will the effects of these new designations become fully evident to business and industry and the general public?
- A. The new over-all "Chicago Metropolitan Complex" with its eight counties and the two subareas will be used in reporting the 1958 Economic Censuses and the 1960 Population Census.
- **Q.** Why was it so important to retain the definition for the Chicago Metropolitan Area as a whole?
- A. Making two separate units of an area that long has been tied so closely together would have

been the height of absurdity. A true picture of our dynamic and growing economy can be presented only by considering the Metropolitan Area as a whole. Due recognition must be given to the close integration of industry, commerce and transportation, which is the vital basis of the entire Chicagoland economy. For 40 years, the Censuses of Manufactures have been based on our combination Illinois-Indiana metropolitan area, and the proposed split-up would have destroyed years of comparability of data. It is essential that the unity of the integrated Chicagoland Area be retained.



# Q. You do many surveys — what were some of the more important ones conducted in 1959 by the Division?

A. In January, we published the results of an extensive survey on exports — the first study of its kind ever undertaken. The survey was made in connection with the opening of the St. Lawrence Seaway, and it covered all types of exports originating in the Chicago Tributary Area, which includes all or parts of 15 states in our vast mid-American region.

# Q. What were the highlights of this survey on exports?

A. This survey showed beyond a doubt that the Chicago Metropolitan Area and Illinois are unequaled in the United States as originators of export goods. The report on the survey predicted that export tonnage of both general and bulk cargo through the Chicago harbor will increase in 1960 by at least 50 per cent over the 1956 volume, which amounted to 1.6 million tons. By 1965, the Chicago harbor is expected to handle 3.6 million tons of exports, or more than double the 1956 total. The survey also disclosed that of the 1956 export total of the 15 state area, 41 per cent of the shipments came from the Chicago Metropolitan Area, and 20.2 percent from downstate Illinois.

# **Q.** Did the report on the export survey include any recommendations in relation to Chicago's future as a major world port?

**A.** The Association outlined several tasks which must be accomplished before the full potential

of the St. Lawrence Seaway can be realized. These include the establishment of rail-freight traffic rates on many commodities to the port of Chicago that would be at least competitive or probably a little lower than existing rail-ocean or truck-ocean rates, and the building of more port facilities to handle the increased freight that is expected to be generated by the Seaway.

Incidentally, a companion survey of imports was begun in 1959, and was progressing well at the end of the year.

## Q. Were there other important surveys in 1959?

A. We are always seeking new statistical information on all facets of business and industry. For instance, we polled the Association's membership or practices of "time-off" for Memorial Day and the Fourth of July. Another important survey related to retirement planning in business and industry. There also was a survey on the role of profit sharing as a fringe benefit. We did a business outlook survey for 1960, and a survey of company practices relating to vacations for executives.

# • Has the Association made any special plans for publishing the results of the Censuses of ! Business and Manufacturers for 1958?

A. The results of this important census will be made available in 1960 covering the operations of firms in 1958. Local retail trade figures will be tabulated specially for the Association by the Census Bureau for publishing a supplement to the 1954 data that appeared in "Chicagoland's Retail Market." The Business Research and Statistics Committee voted to undertake this project.



# Q. Were any new statistics added in 1959 to your reporting of "Business Indicators" as a monthly feature of Commerce magazine?

**A.** Yes, we added several new indicators. One new feature is a tabulation of "Idle Electric Meters" for measuring housing vacancies. We also added tabulations of the importing of steel by water shipment, as well as other data on imports and exports.

## BUSINESS RESEARCH AND STATISTICS DIVISION



## Q. How active was the Research Clearing House Committee in 1959?

**A.** This committee met an average of once a month to hear outstanding speakers on a variety of metropolitan research projects. In addition, the committee published a directory of research personnel in the Chicago Metropolitan Area. Several special publications on research projects also were mailed to committee members.

# Q. What meetings did the Business Research and Statistics Division sponsor during the year?

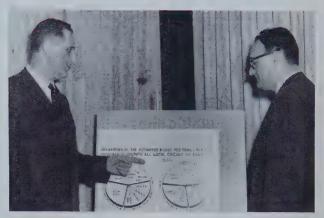
A. Besides our regular committee meetings, our Division was the co-sponsor of the Sixth Annual Midwest Conference on Statistics, in conjunction with the Chicago Chapter of the American Statistical Association. Our Division also sponsored a conference on productivity and how management and labor regard this important subject. We joined the Chicago section of the American Society of Quality Control in staging the 13th annual two-day training course in "Quality Control."

# Q. Inflation ranked as a big topic in 1959 in the minds of almost everyone. Did your Business Research and Statistics Committee consider the question?

A. Our committee took the initiative in preparing a statement on economic policy for the Association. The basic policy developed was directed at "maintaining high employment, promoting growth, and at the same time achieving stable prices." This policy was adopted by the Association's board of directors, and it was relayed to members of Congress and other governmental leaders as a first step in fighting inflation.

# Q. There must be many routines and important services provided by your Division. What were some of these activities in 1959?

A. We handled approximately 3,900 telephone calls seeking all kinds of information about the Chicago Metropolitan Area, including comparisons with other areas. Some 3,100 persons came to our office to make similar inquiries. In addition, 2,500 letters and postcards seeking similar information were answered.



William K. Wittausch (I.), Assistant Vice President and Economic Advisor of the First Federal Savings and Loan Association of Chicago, and Paul N. Zimmerer, Director of Research, Department of City Planning, study a chart of local government expenditures during a meeting of the Association's Research Committee.



Charts based on the Association's Export Survey are discussed by (I. to r.) Director Arthur J. O'Hara, Vice President of Northern Trust Company; DeVer Sholes, Division Director and William B. Miller, Jr., Chairman, Great Lakes and St. Lawrence Seaway section of the Association's Harbors and Waterways Committee and partner, Lord, Bissell & Brook.

Business Research and Statistics

Division Committees Pages 55-57



Warren A. Logelin

## Gordon Ewen



## PUBLIC RELATIONS AND PUBLICATIONS DIVISIONS

INTERVIEW WITH WARREN A. LOGELIN chairman public relations committee

Director of Public Relations, Acme Steel Co.

- Q. Mr. Logelin, activities of the Association are reported by communications media nearly every day of the year. Providing information for the business community, which is active on so many fronts, is quite an undertaking. Just what do you consider your most important function?
- **A.** Chicagoland businessmen for many years have been making news in Chicago. Pointing out the significance of these activities is the most important thing we do. The Association is the voice of business, and as such is a valued and respected source for all media.

## Q. How do businessmen make news?

**A.** Businessmen who give of themselves to the community to help shape a better life for all of us by their participation in economic, cultural and governmental fields within the community create news. It's our job to disseminate it.

## Q. Granted, then, that businessmen make news. How does the Public Relations Division keep informed of these happenings?

A. Through the Association's nine divisions we are in constant touch with the activities of its forty-seven committees. During 1959, the Division circulated an average of one news release per day pertaining to the activities of the business community. Resultant clippings would fill one edition of a Chicago daily newspaper every day for more than a month.

## Q. Are press releases your only form of contact?

**A.** No indeed. We meet frequently with press representatives, hold many press conferences and supply facts and figures on a daily basis to all media. We cooperate also with radio and television producers. More than 100 interviews were scheduled for representatives of commerce and industry in 1959.

INTERVIEW WITH GORDON EWEN chairman publications committee

Manager of Press Relations, Pure Oil Company

# Q. Mr. Ewen, would you define the responsibilities of the Publications Division?

A. As the name indicates, the Division is responsible for several regularly issued Association publications as well as some special one-time-only books and brochures. Among the former are COMMERCE, CHICAGOLAND VOICE OF BUSINESS, Metropolitan Chicago's only general business magazine, published by the Association since 1904. Perhaps we should talk about this unique monthly magazine first.

## Q. What makes COMMERCE unique in its field?

A. Its many exclusive features and its editorial policies... It is top management's own publication—read by, written by and published by the top industrial, commercial and financial executives, and professional men of Metropolitan Chicago. Probably you noticed major changes in format and editorial policy over the past year.

The Association's house organ, CHICAGO-LAND VOICE OF BUSINESS, was incorporated into COMMERCE in December of 1958. The magazine thus became the exclusive outlet for news of Association programs and plans in text and pictures, presenting also a calendar of coming Association events and a monthly news letter from the Chief Executive Officer.

## Q. Were there other changes in policy?

**A.** Yes, among the most significant and most widely hailed is the new emphasis on obtaining articles of particular local interest to Chicago executives. Authors of these articles command respect because of knowledge and experience in their specific fields. This policy has made COMMERCE the Chicago medium for the interchange of ideas, information and opinion among the business community's leadership. These articles have been reprinted widely in Chicago

## Public Relations



# Q. In addition to your press relations, would you describe some of your other functions?

A. We participated in sponsoring several television shows with WTTW. We have offered suggestions to Chicago's four television networks on new show formats for promoting our city's business and cultural advantages. Many of these ideas have been accepted and incorporated in new productions. Division staff members have written and helped produce over 100 Association brochures. Films which promote visitor and convention trade were distributed to 325 business and educational groups. Association films were viewed by more than a quarter of a million persons at meetings; an estimated four million saw them on television.

Q. The window displays, fronting on Dearborn street, are eye-catching and help tell the story of Metropolitan Chicago. Is this your responsibility?

A. Yes. During the past year the Association's display windows have been utilized by 26 organizations in every category of commerce, industry and civic affairs. We are continuously working toward better, and more effective display ideas. The Association encourages all Chicago organizations to consider using this choice space to inform the public of the many areas in which commerce and industry help build a better Chicago.



# **Q.** Do you give talks to business and community groups, or do you work through a speaker's bureau?

A. Our Division conducts a Speaker's Bureau for the benefit of our members. Aid is given on a regular basis to organizations seeking speakers. Many speakers are Association members who have informed us of their wish to address business groups. We have also participated in numerous panel discussions and forums.

## **Publications**



and throughout the nation by other magazines and newspapers, and both radio and TV news editors frequently quote COMMERCE authors. This 1959 Chicagoland Progress Report and 1960 Committee Directory in new format, as a special section of COMMERCE, marks another important change in the life of COMMERCE. In preparation now is the March issue of the magazine which annually, in well over 300 pages, reviews the business year in Metropolitan Chicago and presents significant feature articles. Also, in the planning stage is the May issue with its special Architectural Honor Award section.

## Q. Have you any way of measuring reader interest?

**A.** Perhaps the best measure of heightened reader interest may be found in the constantly increasing

recognition of COMMERCE by advertisers, and in the large number of requests for reprints of articles and additional copies of the magazine for wider distribution among associates and friends of the estimated 33,922 readers of COMMERCE.

## Q. You mentioned other publications.

A. There are several. The 25th Annual edition of the CHICAGO BUYERS' GUIDE will be issued in March. Sixty thousand copies of the GUIDE will be distributed to purchasing departments of business firms, government agencies and business organizations throughout the United States and abroad. More than 8,000 firms list products or services under one or more of 7,500 classifications in the guide. Here, too, there has been increased recognition by advertisers. The Division, in conjunction with the World Trade Division, is currently at work producing a new annual publication to be known as the CHICAGO WORLD TRADE GUIDE. Its principal objectives are to promote export and import business for Chicago Area companies, and to publicize the Port of Chicago as the Midwest's gateway for two-way world trade. Response by advertisers thus

# PUBLIC RELATIONS AND PUBLICATIONS DIVISIONS

# Q. Was the Public Relations Division responsible for publicizing the 1959 Chicago International Trade Fair?

**A.** Yes. This was our biggest undertaking of the year. We were most gratified with the excellent support given the Fair by all media.

# Q. What did you accomplish as a result of this publicity?

**A.** Millions of persons became familiar with the importance of Chicago as a new world port. The Fair attracted 849,633 persons to set a new attendance record in the United States for any indoor event. Perhaps, more important, is the fast that the people of the Midwest have gained new respect, understanding and friendship for the people of the exhibiting nations.

# **Q.** Do you prepare and publish the Annual Report?

**A.** This year's report was prepared by this Division but published for the first time in conjunction with Commerce Magazine.



far has been good. In addition, the Division is working with the Chicago International Trade Fair Staff in the development of publications for the 1960 Fair. During the past year, the Publications Division has produced two other major printed pieces - the big souvenir 1959 CHICAGO INTERNATIONAL TRADE FAIR DIRECTORY and the complete text, papers, proceedings and photographs of the FIRST CHICAGO WORLD MARKETING CONFER-ENCE. It also developed a 12-page brochure promoting COMMERCE with potential advertisers, and promotional pieces for its other publications. The Division is growing in the scope of its responsibilities and usefulness to the Association, and its publications are assuming new stature within and beyond Metropolitan Chicago.

# Public Relations Division Committees Pages 82-85



Promotion of the Chicago International Trade Fair in 1959 by the Division reached an all-time high for such events. Here releases are being readied for distribution to various media

Publications Division

Committee Pages 82-83

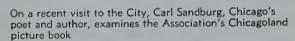


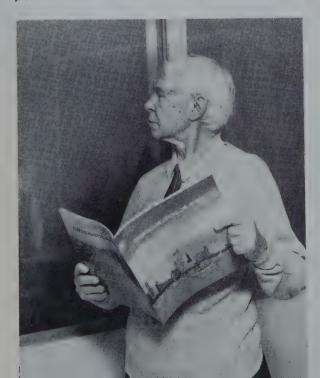
Telling the Chicago story to thousands of passersby at the Northeast corner of Monroe and Dearborn streets are displays in Association windows. Here, the area's cultural attractions and the business community's participation in fund raising campaigns are graphically portrayed in a WGN-TV music display and a Crusade of Mercy exhibit

CRUSADE



Don McNeill (I.) of the Breakfast Club and Thomas H. Coulter discuss Chicago's exciting 1959 summer during a Breakfast Club broadcast

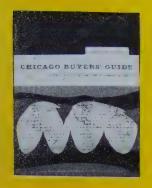


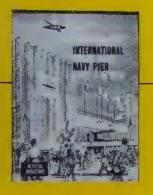


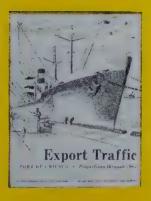




# PUBLIC RELATIONS AND PUBLICATIONS DIVISIONS



























## Administrative Committees

POLICY COMMITTEE 1960



PAUL W. GOODRICH Chairman President Chicago Title & Trust Co. 111 W. Washington St. (2) DEarborn 2-7700

THOMAS G. AYERS Vice President Commonwealth Edison Co. 72 W. Adams St. (90) RAndolph 6-1200

JOSEPH L. BLOCK Chairman Inland Steel Company 30 W. Monroe St. (3) Financial 6-0300

THOMAS H. COULTER Chief Executive Officer Chicago Association of Commerce and Industry 30 W. Monroe St. (3) FRanklin 2-7700

LESLIE H. DREYER Vice President The First National Bank of Chicago 38 S. Dearborn St. (90) FRanklin 2-6800

JOHN W. EVERS Former President Retired, Commonwealth Edison Company 72 W. Adams St. (90) RAndolph 6-1200

GEORGE L. IRVINE Regional Vice-President General Electric Co. 840 S. Canal St. (80) WAbash 2-5611

FRANK F. KOLBE President United Electrical Coal Co.'s 307 N. Michigan Ave. (1) CEntral 6-6580

FERD KRAMER President Draper and Kramer 30 W. Monroe St. (3) Financial 6-8600

JOHN K. LANGUM President Business Economics, Inc. 209 S. LaSalle St. (90) CEntral 6-5219

ARTHUR T. LEONARD President City Natl. Bk. & Trust Co. 208 S. LaSalle St. (90) FRanklin 2-7400

EDWARD C. LOGELIN Vice President United States Steel Corp. 208 S. LaSalle St. (4) CEntral 6-9200

C. B. RANDALL Vice Pres. Natural Gas Pipeline Company of America 122 S. Michigan Ave. (2) HArrison 7-0400 PAUL C. RAYMOND Vice-President American Natl. Bk. & Trust Co. 33 N. LaSalle St. (2) FRanklin 2-9200

J. E. RUTHERFORD Vice President Prudential Insurance Co. Prudential Plaza (1) WHitehall 3-2800

JAMES C. WORTHY Vice President Sears, Roebuck & Company 925 S. Homan Ave. (7) KEdzie 3-2500

> REVENUE AND MEMBERSHIP COMMITTEE 1960



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THOMAS G. AYERS Vice President Commonwealth Edison Co. 72 W. Adams St. (90) RAndolph 6-1200

JOHN BARR Chairman and President Montgomery Ward & Co. 618 W. Chicago Ave. (11) SUperior 7-6200

ESKIL I. BJORK Chairman Peoples Gas, Light & Coke Co. 122 S. Michigan Ave. (3) WAbash 2-6000

C. M. BLUMENSCHEIN Vice President and Controller Container Corp. of America 38 S. Dearborn St. (3) FRanklin 2-6161

JUDSON B. BRANCH President Allstate Insurance Company 7447 Skokie Boulevard Skokie, Illinois COrnelia 7-7700

CHARLES S. BRIDGES President Libby, McNeill & Libby 200 S. Michigan Ave. (4) WAbash 2-4250

WARREN W. BROWN Assistant Vice President Western Pacific Railroad 105 W. Adams St. (3) RAndolph 6-3562

JACK L. CAMP Vice President International Harvester Co. 180 N. Michigan Ave. (1) ANdover 3-4200

MARVIN CHANDLER President Northern Illinois Gas Co. 50 Fox St. Aurora, Illinois TWin Oaks 7-4661 THOMAS H. COULTER

Chief Executive Officer Chicago Association of Commerce and Industry 30 W. Monroe St. (3) FRanklin 2-7700

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JAMES E. DAY
President
Midwest Stock Exchange
120 S. LaSalle St. (3)
Financial 6-1111

G. H. DOVENMUEHLE Chairman Dovenmuehle, Inc. 135 S. LaSalle St. (3) ANdover 3-2200

Vice President
First National Bank of Chicago
38 S. Dearborn St. (90)
FRanklin 2-6800

MYRON FOX Chairman -Bell Savings and Loan Association 79 W. Monroe St. (3) Financial 6-1000

TRUMAN GIBSON, SR. Chairman Supreme Liberty Life 'Insurance Company 3501 S. South Parkway (15) KEnwood 8-5100

JOEL GOLDBLATT
President
Goldblatt Brothers, Inc.
133 S. State St. (4)
WAbash 2-9800

PAUL W. GOODRICH President Chicago Title & Trust Company 111 W. Washington St. (2) DEarborn 2-7700

DONALD W. GRAHAM Senior Vice President Continental Illinois National Bank and Trust Company 231 S. LaSalle St. (90) STate 2-9000

ROBERT S. GUNNESS Standard Oil Company of Indiana 910 S. Michigan Ave (5) HArrison 7-9200

E. E. HARGRAVE Administrative Vice President Jewel Tea Company 1955 W. North Ave. Melrose Park, Illinois AUstin 7-6600

HOMER HARGROVE Vice President Merrill Lynch, Pierce, Fenner & Smith, Inc. 141 W. Jackson Blvd. (4) WAbash 2-8950

M. E. HOLT President Interstate Dispatch, Inc. 3636 S. Western Ave. (9) FRontier 6-4400

ROBERT S. INGERSOLL President Borg-Warner Corporation 200 S. Michigan Ave. (4) WAbash 2-7700 GEORGE L. IRVINE Regional Vice President General Electric Company 840 S. Canal St. (80) WAbash 2-5611

PORTER JARVIS
President
Swift & Company
4115 S. Packers (9)
YArds 7-4200

President Chicago Rock Island & Pacific R.R. 139 W. Van Buren St. (5) WAbash 2-3200

JOHN H. JOHNSON President and Editor Johnson Publishing Co., Inc 1820 S. Michigan Ave. (16) CAlumet 5-1000

STANLEY KING
Regional Vice President
American Airlines
Prudential Plaza (1)
FRanklin 2-7242

FRANK F. KOLBE
President
United Electric Coal
Companies
307 N. Michigan Ave. (1)
CEntral 6-6580

President
Draper and Kramer, Inc.
30 W. Monroe St. (3)
Financial 6-8600

POPE LANCASTER
Vice President
Western Electric Company
S. Cicero and W. Cermak
Cicero, III. (50)
LAfayette 1-5000

JOHN K. LANGUM President Business Economics, Inc. 209 S. LaSalle St. (4) CEntral 6-5219

Dean, College of Liberal Arts Northwestern University Evanston, Illinois University 4-1900

HERBERT F. LELLO President Automatic Electric Company Northlake, Illinois EStebrook 9-4300

LYNDON H. LESCH Vice President L. J. Sheridan & Company 111 W. Washington St. (2) RAndolph 6-7743

JOHN H. LESLIE President Signode Steel Strapping Co. 2600 N. Western Ave. (47) ARmitage 6-8500

J. C. LOFTIS President Kraft Foods Company 500 Peshtigo Court (90) WHitehall 4-7300

EDWARD C. LOGELIN Vice President United States Steel Corp. 208 S. LaSalle St. (4) CEntral 6-9200

JOHN MADDEN President James B. Clow and Sons, Inc. 201 N. Talman (12) KEystone 3-4040

JOSEPH E. MAGNUS Chairman
James S. Kemper & Company
20 N. Wacker Dr. (6)
Financial 6-5100

VIRGIL MARTIN
President
Carson Pirie Scott & Company
State & Madison Sts. (3)
STate 1-2000

HAROLD M. MAYER Vice President Oscar Mayer & Company 1241 N. Sedgwick (10) Michigan 2-1200

HAROLD MEIDELL President LaSalle National Bank 135 S. LaSalle St. (3) STate 2-5200

R. E. MOORE President Bell & Gossett Company 8200 N. Austin Morton Grove, Illinois 1Ndependence 3-4040

CHARLES F. MURPHY Partner Naess & Murphy 80 E. Jackson Blvd. (4) HArrison 7-3456

A. C. NIELSEN, JR. President A. C. Nielsen Company 2101 W. Howard St. (45) HOllycourt 5-4400

ARTHUR J. O'HARA Vice President The Northern Trust Company 50 S. LaSalle St. (90) Financial 6-5500

DONALD O'TOOLE President Pullman Trust & Savings Bank 400 E. 111th St. (28) PUllman 5-1000

BERT R. PRALL
Chairman
Federal Reserve Bank
230 S. LaSalle St. (90)
HArrison 7-2320

ROBERT F. QUAIN
General Manager
Conrad Hilton Hotel
720 S. Michigan Ave. (5)
WAbash 2-4400

C. B. RANDALL Vice President Natural Gas Pipeline Company of America 122 S. Michigan Ave. (3) HArrison 7-0400

PAUL C. RAYMOND Vice President American National Bank and Trust Company 33 N. LaSalle St. (2) FRanklin 2-9200

CARROLL ROSEBERRY Vice President Westinghouse Electric Co. Merchandise Mart Plaza (54) WHitehall 4-3860

ARTHUR RUBLOFF Chairman Arthur Rubloff & Company 100 W. Monroe St. (3) ANdover 3-5400

A. NEWELL RUMPF Vice President Harris Trust & Savings Bank 115 W. Monroe St. (3) STate 2-8200

STate 2-8200

JAMES E. RUTHERFORE
Vice President

Vice President
Prudential Insurance Compani Frudential Plaza (1)
WHitehali 3-2800

President
Inland Steel Company
30 W. Monroe St. (3)
Financial 6-0300

H. BOWEN STAIR Vice President Illinois Bell Telephone Co. 212 W. Washington St. (6) RAndolph 7-3021

JAMES C. WORTHY Vice President Sears, Roebuck and Company 925 S. Homan Ave. (7) KEdzie 3-2500

## NOMINATING COMMITTEE 1960



Chairman JOSEPH L. BLOCK Chairman

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JAMES L. BRAZEE Vice President The Creamery Package Mfg. Company 1243 W. Washington Blvd. (7) HAymarket 1-4222

# W. G. BROOKMAN Adv. Mgr. Prairie Farmer 1230 W. Washington Blvd. (7) MOnroe 6-9700

## O. K. BURROWS Personnel Consultant Cherry-Burrell Corp. 822 W. Washington (7) MOnroe 6-9170

## H. F. CARROLL

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# MAYNARD COE Director Farm Safety National Safety Council 425 N. Michigan Ave. (11) WHitehall 4-4800

WARREN E. COLLINS American Farm Bureau Fed. 2300 Merchandise Mart (54) Michigan 2-1280

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C. Douglas Dillon (center), Under Secretary of State, examines brassware at the India Pavilion while touring the Chicago International Trade Fair

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For the 38th consecutive year members of Illinois Committee and the Agriculture Council host a luncheon for Illinois delegation of 4-H boys and girls to annual Chicago 4-H Congress



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# Triner Scale & Mfg. Co. 2714 W. 21st St. (8) Bishop 7-7166

# A. B. CLAPPER A. B. CLAPPER President Universal Recording Corp. 46 E. Walton St. (11) MIchigan 2-6465

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## E. W. CORRIGAN Vice President Great Western Contr. Co. 33 N. Wabash Ave. (2) FRanklin 2-1680

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525 S. Dearborn St. (5)
HArrison 7-1522

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CHesapeake 3-2800

**ALBERT L. KIRCHHOFF** 

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Gene F. Cermak, Director of Industrial Development, Chicago and North Western Railway, tells DuPage County businessmen of the potentials for industrial development in the county. Cermak spoke during the Du Page County Industrial Development Conference

### WILLIAM KLUENDER

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### LAURENCE E. KORWIN 501 W. Surf St. (14) Bittersweet 8-7000

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ROBERT KRATOCHVIL

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### **LEWIS LaFEMINA**

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### GERHARDT F. MEYNE

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### ANTHONY L. MICHEL

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Clarence B. Randall, advisor to President Eisenhower on foreign economic policy, autographs his new book "The Communist Challenge to American Business" for Thomas H. Coulter. Looking on are (I, to r.) James H. McBurney, Dean of the School of Speech, Northwestern University, and Herman Dunlap Smith, President, Marsh and McLennon. The men were participants in the Northwestern University Reviewing Stand program on WGN

ARCHIE MOLAY

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Nicolson, Porter & List, Inc.
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STate 2-7755

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MICHAEL S. PALMER President Deslauriers Column Moult

Company, Inc. 5036 W. Lake St. (44) AUstin 7-1516

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JAMES E. RICE Sales Manager Clearing Industrial District, Inc. 38 S. Dearborn St. (3) RAndolph 6-0135

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C. F. ROGIER
President
Johnson Fare Box Company
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LOngbeach 1-0217

J. S. TRACZ President J. S. Tracz Paper Co. 2025 W. 18th Place (8) HAymarket 1-4245

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K. C. TRIPP

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# ROBERT FRIEDMAN Vice President-Sales Everhot Products Co., Div. of Federal Auto Prod. Co., Inc. 314 N. Damen Ave. (12) MOnroe 6-4600

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# RANDALL N. HANSEN General Agent Icelandic Airlines 37 S. Wabash Ave. (3) Financial 6-2341

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# Midwest Regional Manager Lufthansa German Airlines 81 E. Monroe St. (3) ANdover 3-6670

# JOS. J. HENEBRY, JR. Assistant General Manager Skymotive, Inc. P.O. Box 448, Park Ridge, III. NAtional 5-6969

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# LARRY MARINI Chicago District Manager Scandinavian Airl. Sys., Inc. 200 S. Michigan Ave. (4) HArrison 7-4200

# HOWARD T. MARKEY Partner Parker & Carter 8 S. Michigan Ave. (3) RAndolph 6-4421

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# LES A. NEIL District Sales Manager Transocean Air Lines 73 E. Jackson Blvd. (4) WEbster 9-7070

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DEarborn 2-0915 R. F. STURGIS, JR. Vice President and Treas. Pure Oil Company 35 E. Wacker Drive (3)

**WAYNE THOMIS** Aviation Editor Chicago Tribune 435 N. Michigan Ave. (11) SUperior 7-0100

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Foreign Freight Agent
American Express Company
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WAbash 2-2117

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FRANCIS E. CALLAHAN Deputy Commis. of Aviation Room 1000, City Hall (2) RAndolph 6-8000

JOHN A. CASEY General Manager, Airport Operations Division Department of Aviation Room 1000, City Hall (2) RAndolph 6-8000, Ext. 2373

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DAN LEE SMITH
Safety Representative
State of III. Dept. of Aero.
Chicagoland Airport
Wheeling, III.
Newton 4-3460

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HArrison 7-9700

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M. H. STRAUSS Terminal Manager Consolidated Fwdg. Co., Inc. 5151 S. Pulaski Rd. (32) REliance 5-3500

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LT. M. J. HIGGINS Cartage, Robbery, Bomb & Arson Detail City of Chicago 1121 S. State St. (5) WAbash 2-4747



Waving bon-voyage as the S. S. North American leaves Chicago for the opening of the St. Lawrence Seaway are Deputy Mayor John Duba (I.) and Mr. and Mrs. Leslie H. Dreyer. Dreyer was host for the cruise

L. B. HOFFMAN

Secy.-Treas. Illinois Police Assn., Inc. 7508 W. North Ave. Elmwood Park 35, Ill. GLadstone 2-8332

WILLIAM H. MORRIS

Superintendent
Illinois State Highway Police
Rm. 401, Armory Bldg.
Springfield, Ill.
Springfield 6671

VIRGIL W. PETERSON Operating Director Chicago Crime Commission 79 W. Monroe St. (3) FRanklin 2-0101

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Chairman, Frt. Agts. Assoc.
c/o Stock Yards Dist. Agcy.
Rm. 216, Exchange Building
U.S. Yards (9) YArds 7-3800

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CEntral 6-7600

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General Traffic Manager
R. R. Donnelley & Sons Co.
350 E. 22nd St. (16)
CAlumet 5-2121

DR. DAN R. McLEAN 4359 W. Division St. (51) ALbany 2-3122

GEORGE L. MILLER
Assistant Cashier
Continental Illinois National
Bank & Trust Co. of Chgo.
231 S. LaSalle St. (90)
STate 2-9000



Cartaic 1 Werner (I.) receives gavel as new Chairman of Indus trial Traffic Council from outgoing Chairman Thomas C. Hope Stuart S. Ball. General Secretary of the Association, looks on

THOMAS E. MITCHELL Vice President-Secretary Nuclear-Chicago Corporation 333 E. Howard Ave. Des Plaines, III. VAnderbilt 7-4456

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E. C. NASH Executive Secretary Agricultural Publishers Assn. Rooms 1010-1012 333 N. Michigan Ave. (1) RAndolph 6-9084

OSCAR E. PALMQUIST Vice President Buckley Dement Adver. Corp. 555 W. Jackson Blvd. (6) HArrison 7-3862

H. L. PETERSON General Traffic Manager Aldens, Inc. 5000 W. Roosevelt Road (7) Columbus 1-8600

A. SCHWADERER Traffic Manager Marshall Field & Co. 111 N. State St. (90) STate 1-1000

KONRED J. SECREST Supt. Mail Dept. Commonwealth Edison Co. 72 W. Adams St. (90) RAndolph 6-1200 (Ext. 2811)

H. K. SINCLAIR Gen. Mail & Exp. Traffic Mgr. Atchison, Topeka & Santa Fe Ry. Co. 80 E. Jackson Bivd. (4) HArrison 7-4900 (Ext. 533)

D. W. SMITH
Catalog Distribution, Postal
Matters and Claim Prev.
Sears, Roebuck & Co.,
Dept. 754
925 S. Homan Ave. (7)
KEdzie 3-2500 (Ext. 3348)

RICHARD WEBBER General Traffic Manager Spiegel, Inc. 1061 W. 35th St. (9) YArds 7-5600 (Ext. 244)

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## MARLOWE CORNFIELD Import Manager Famous Jobbing Co., Inc. 1601 S. Michigan Ave. (16) HArrison 7-4770

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# Vice President International Packers, Ltd. 135 S. LaSalle St. (3) CEntral 6-5790

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Vice President Butler Brothers 165 N. Canal St. (6) FRanklin 2-0500

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SAM KARASH Partner Sam Karash & Associates Merch, Mart Plaza (54) SUperior 7-3693

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THOMAS KISS Trans-Amer. Import Export Co. 116 S. Michigan Ave. (3) Financial 6-1571

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JAMES W. McENERY Drawback Refunds Co 327 S. LaSallo St. (4) 327 S. LaSalle St. (4) WAbash 2-3354



Association honors foreign visitors. (Above) eign visitors. (Above)
Henry E. Bolta, Premier,
Victoria, Australia with
Clarence B. Randall (I.)
and Leslie H. Dreyer.
(Right) Illinois Secretary
of State Charles F. Carpentier; Paul W. Goodrich; Gaques Mertens De
Wilmans Executive As-Wilmars, Executive Assistant to the Prime Minister of Belgium and Raymond Pulinckx, Executive Assistant to the Minister of Economic Affairs of Belgium (I. to r.)



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President James McHugh Const. Co. 6449 South Park Ave. (37) BUtterfield 8-4100

R. W. McMICHAEL
Vice President and Gen. Mgr.
Automatic Electric Intls, Inc.
P.O. Box 35
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President
The Midwestern Publishing
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30 W. Washington St. (2)
CEntral 6-5555

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Partner Azuma Sukiyaki House 5120 N. Broadway (40) LOngbeach 1-2448

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Vice President of Sales Atlas Press Co. Kalamazoo, Mich. Fireside 5-7157

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Partner
Parkhill, Severns and Stansell
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Financial 6-1966

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Kits Corp.
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Karl Schroff & Assoc., Inc.
327 S. LaSalle St. (4)
HArrison 7-4046

MALCOLM N. SMITH

Vice Pres., Foreign Div. Ekco Products Company 1949 N. Cicero Ave. (39) BErkshire 7-6000

FREDERICK E. SPENCE

Former United Nations Secretary General Trygve Lie, Ambas-

Minister of Trade and Shipping, during a reception held in his

sador-at-large of Norway with special mission to promote foreign investment in his country, visits with Association President Paul W. Goodrich (left) and the Honorable Arne Skong, Norwegian

Exec. Vice Pres., Intl. Div. Grant Advertising, Inc. 919 N. Michigan Ave. (11) SUperior 7-6500

MILTON SPITZER

President Milton Johns Co. 413 W. Erie St. (10) MIchigan 2-2932

GEORGE O. STAYMAN

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LESTER W. STOLTE Exec. Vice Pres. & Treas. Fairbanks, Morse & Co. 600 S. Michigan Ave. (5) HArrison 7-7100

CARL B. STROM

CAKL b.
Manager
Delta Line—
Delta Line—
Mississippi Ship. Co., Inc.,
140 S. Clark St. (3)
RAndolph 6-7497

ROY STROM

President
Roy Strom Excavating &
Grading Co.
1839 N. Long Ave. (39)
BErkshire 7-5030

SPENCER R. STUART

President Spencer Stuart & Assoc., Inc. 38 S. Dearborn St. (3) DEarborn 2-1528

**FELIX STUNGEVICIUS** 

President Intl. Industrial Engineering Association, Inc. Intl. Language and Communications Center 30 W. Monroe St. (3) CEntral 6-3366

CLARENCE F. SUMMITT

President Hudson Boiler & Welding Co. 1725 W. Hubbard St. (22) MOnroe 6-4780

H. R. TEICHERT, SR. Partner Hanns R. Teichert Company 1311 N. Wells St. (10) WHitehali 4-5828

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# BUSINESS STATISTICS FOR THE CHICAGO METROPOLITAN AREA

	59	58
Population (Year's end)	6,839,400	6,693,600
Births Registered	167,752	164,985
Deaths Registered	64,600	64,100
No. of Main Telephones in Service:	2,,000	
Business	321,000	311,000
Residential	1,677,000	1,621,000
Wholesale Sales	\$23,600,000,000	\$20,500,000,000
Retail Sales	\$ 9,400,000,000	\$ 9,029,000,000
Gross Sales of Chicago Manufactured Products:	\$22,690,000,000	\$20,060,000,000
Food and Products	\$ 3,810,000,000	\$ 3,780,000,000
Primary Metals	\$ 3,530,000,000	\$ 3,100,000,000
Non-Electrical Machinery	\$ 2,550,000,000	\$ 2,080,000,000 \$ 1,790,000,000
Fabricated Metals	\$ 2,190,000,000 \$ 1,410,000,000	\$ 1,310,000,000
Printing & Publishing  Electrical Machinery	\$ 2,050,000,000	\$ 1,660,000,000
Chemicals	\$ 1,390,000,000	\$ 1,260,000,000
Transportation Equipment	\$ 1,290,000,000	\$ 1,120,000,000
Petroleum & Coal	\$ 1,000,000,000	\$ 950,000,000
Instruments	\$ 600,000,000	\$ 510,000,000
Apparel	\$ 540,000,000	\$ 470,000,000 \$ 430,000,000
Pulp & Paper	\$ 450,000,000 \$ 410,000,000	\$ 330,000,000
Furniture & Fixtures	\$ 320,000,000	\$ 290,000,000
Stone, Clay and Glass Leather and Goods	\$ 190,000,000	\$ 120,000,000
Textile Mill Products	\$ 150,000,000	\$ 130,000,000
Lumber & Wood	\$ 130,000,000	\$ 110,000,000
Misc. Manufacturers	\$ 680,000,000	\$ 620,000,000
No. of New Passenger Cars sold	320,712	226,400
Steel Production (net tons)		16 000 000
(1947-49=100)	16,809,000	16,800,000
Index of Industrial Production	133.3	114.9
Industrial Gas Consumed (therms)	461,807,000	368,695,000
Electric Power Sales (KWH)	19,929,671,000	18,008,804,000
Total Labor Force	3,005,000	2,960,000 2,759,000
Civilian Employment	2,855,000 2,592,800	2,753,000
Wage and Salary Workers	979,500	914,100
Manufacturing	1,613,300	1,603,200
Non-Manufacturing	\$ 332,064,000	\$ 198,930,000
Investment in Industrial Bldgs. & Land	47,609	40,587
Permits Issued for New Dwelling Units	3,314	1,782
No. Dwelling Units Demolished (Chicago)	54,975	53,726
Marriage Licenses	\$ 734,500	\$ 653,572
Bank Debits (Daily Average)	\$65,429,000,000	\$59,230,000,000
Bank Clearings	522	365
Ships Arriving from Foreign Areas	4,540	4,438
Planes Arriving from Foreign Areas	7,010	-
Plane Movements:	404,460	383,002
Scheduled	257,302	208,603
Non-Scheduled	74,585	70,082
Helicopter	11,838,706	10,597,432
Scheduled Passenger Arriving and Departing		
All figures refer to 8 counties comprising Metropolitan Chicago, namely Cook Kane, Lake, McHenry and Will Counties in Illinois and Lake and Porter Counties.	nties in Indiana.	2011

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